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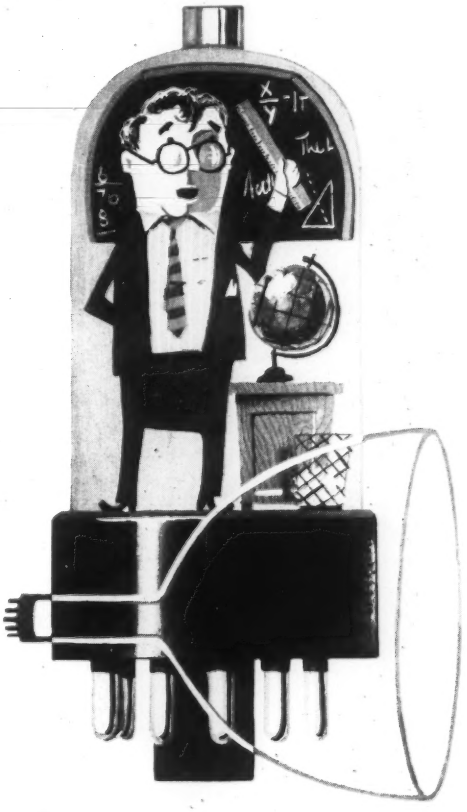
22ND year

THE NEWSWEEKLY OF RADIO AND TV



Educational programs are the keystone of Storer Stations' public service programming. For instance:

WMMN, Fairmont In West Virginia, children of 88 schools daily "attend" this "School of the Air." Many rural schools were electrified specifically to receive this program.

WSPD-TV, Toledo This station telecasts adult education courses daily in association with the University of Toledo. Students actually acquire credits via TV. Spring courses obtained responses from 55 Ohio communities and six Michigan communities.

WAGA-TV, Atlanta Six times a week, professors from the University of Georgia conduct TV classes in languages, science, history, speech, art and music.

THE "PUBLIC" IN PUBLIC SERVICE

These are but three examples of the way the four television and seven radio stations of the Storer Broadcasting Company serve their communities.

STORER BROADCASTING COMPANY

WSPD-TV — Toledo, Ohio · WJBK-TV — Detroit, Mich. · WAGA-TV — Atlanta, Ga. · KEYL-TV — San Antonio, Texas

WMMN — Fairmont, W. Va. · WSPD — Toledo, Ohio · WJBK — Detroit, Mich. · WAGA — Atlanta, Ga. · WWVA — Wheeling, W. Va. · WGBS — Miami, Fla. · WSAI — Cincinnati, Ohio

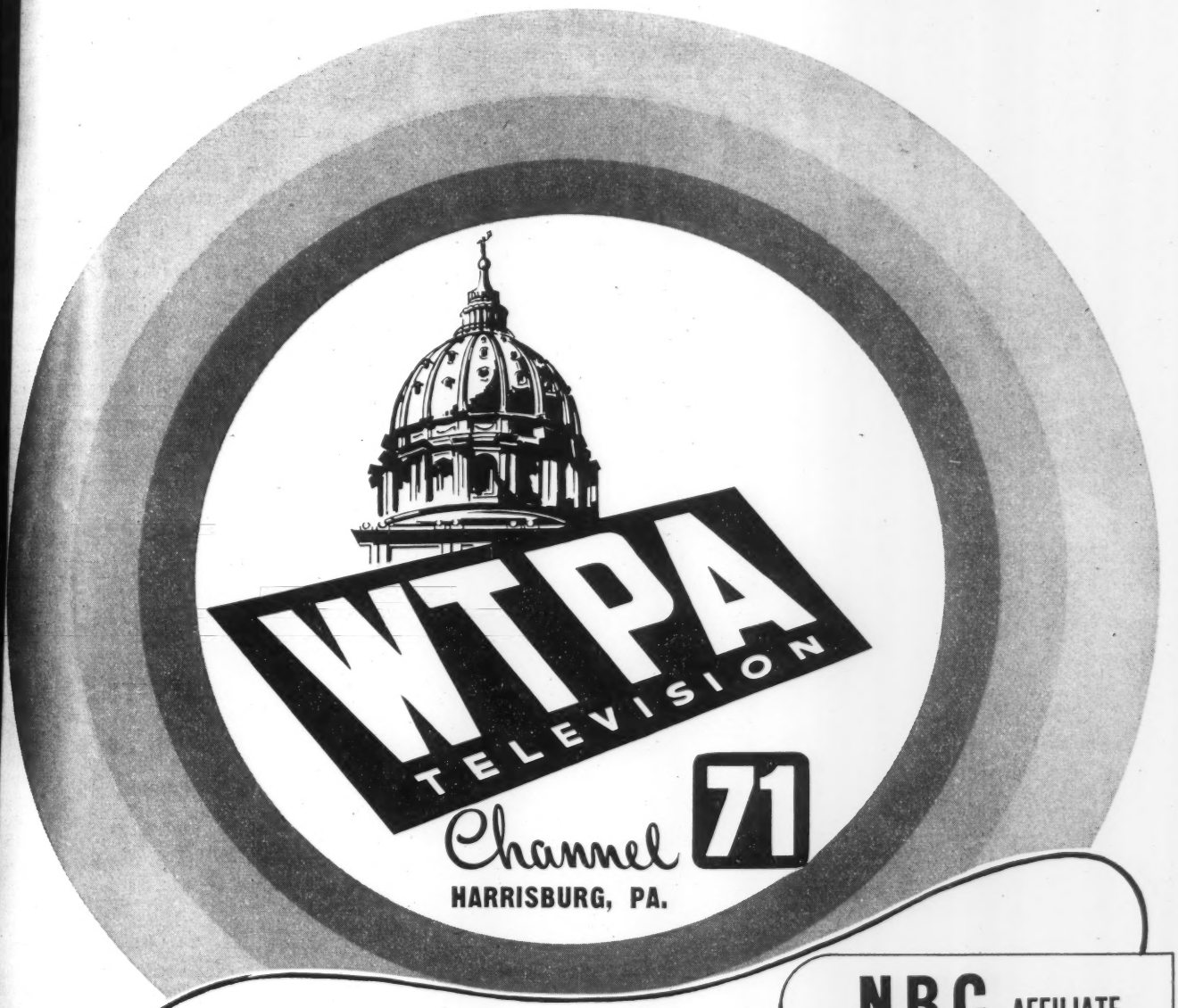
NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director · BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

XUM

Distinguished Service

"To Sol Joseph Taishoff, in recognition of his brilliant career as co-founder, editor and publisher of Broadcasting • Telecasting *magazine, his distinguished and notably successful efforts to achieve and to maintain through this great periodical the highest ethical standards and ideals in the radio and television fields, and his inspiring leadership, which has helped to mold stations and personnel into the great, compact, working profession of broadcasting."*

TARGET: HARRISBURG, PA.



NBC AFFILIATE

WTPA, Harrisburg's new television station, goes on the air June 22, with a complete schedule of programming. Equipment is installed and tested; personnel and program plans are completed; promotion is underway.

A great many claims have been made about television in Central Pennsylvania. We make only one:

WTPA was designed, equipped and staffed to do just one thing—to provide a superior television service to the greater Harrisburg market, 61st in the United States.

174 KILOWATTS ERP
ANTENNA HEIGHT 987 FT.

Represented by HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco, Hollywood, New Orleans, and Philadelphia

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

MAXIMUM POWER FOR KRLD-TV

100,000 Watts-Video

50,000 Watts-Audio

A recent survey of Television Sales and Service dealers in North-Central Texas, before MAXIMUM POWER, showed KRLD-TV with 2 to 1 more firsts than the second station, and over 8 to 1 more firsts than the third television station.

NOW WITH MAXIMUM POWER . . . A CLEAR AND DEPENDABLE PICTURE . . .

Is bringing hundreds of new TV viewers into KRLD-TV's effective coverage area.

90% of viewers in Greenville, Texas

Thriving City of 15,000 depend on

KRLD-TV

MR. TILFORD COLLINS,

Collins Furniture Company, TV Sales and Service Dealers, Greenville, Texas—58 miles north and east of Dallas.

Says Mr. Tilford Collins:

"I have checked with the personnel in our Television department and it is their unanimous opinion, that close to 90% of the viewers in this area use your station because of the superior picture received."

Respectfully,

T. Collins

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

The BRANHAM CO.
Exclusive Representatives

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

closed circuit

RCA will seek FCC approval of its compatible color TV on or before July 1. Production of color TV sets can begin 9-12 months after FCC approval. Sets initially will sell at about $800-1,000. Color tubes initially will cost $175-200. These flat comments were made at closed sessions last Thursday by Brig. Gen. David Sarnoff, RCA board chairman, to some 200 manufacturer-licensees attending demonstration at Princeton. RCA's new color tube plant should have capacity of about 2,000 units per month at start, 4,000 in 12 months.

★ ★ ★

AS AFTERMATH of FCC's inspection of latest developments in compatible color, as demonstrated by RCA at Princeton and New York last week, it's expected RCA shortly will seek experimental authority from Commission to transmit color on network to get public reaction to color picture as seen on black-and-white screens. This is designed to prove practicability of compatible aspect.

★ ★ ★

DEMOCRATIC National Committee intends to end its recent radio TV "silence" in about 30 days, ask networks for time to answer "political" speeches made by President and GOP bigwigs in recent months. First major topic probably will be Defense Dept. budget cuts.

★ ★ ★

RUMP sessions preparatory to NBC-TV general meeting were held all over New York during weekend, but there were no signs of further defections prior to joint NBC-affiliates meetings beginning today (Monday). Joint meeting at which David Sarnoff, as NBC chairman, will preside is drawing more NBC station ownership brass than any previous session. (See lead story page 27.)

★ ★ ★

IF CONGRESS sustains President Eisenhower's proposal for extension of excess profits tax to year's end, advertising media generally are expected to benefit. Plans to curtail some budgets, with scheduled demise of EPT June 30, it was thought, probably will be jettisoned since advertisers get what amounts to free ride in spending profits that would otherwise be taxed. One informed source said June 30 cuts might have amounted to 25% of overall budgets.

★ ★ ★

WHO WILL BE new vice-chairman of FCC, now that former Vice-Chmn. Rosel H. Hyde has moved into top slot? Expectation is that Commission's only Independent, Commodore E. M. Webster, will move up on seniority basis when Commission acquires its new Republican majority next June 30. Comr. Webster assumed office in 1947—one year after Mr. Hyde was elevated from general counsel to Commission.

★ ★ ★

SHORTLY TO be announced will be sale of WSAP Portsmouth-Norfolk, Va., by Tom E. Gilman Sr., Dr. L. A. McAlpin, controlling stockholders, and associates, to group headed by Charles Duke of Williamsburg, Va., for gross of $145,000. Station, operating on 1350 kc with 5,000 w, is affiliated with Mutual, was established in 1943. Mr. Duke, architectural firm executive, will have associated with him dozen stockholders of Tidewater area. Transaction handled through Blackburn-Hamilton, subject to FCC approval, involves payment of $97,300 for 100% of stock plus about $50,000 in liabilities.

★ ★ ★

AT LEAST three advertisers, it's understood, are contemplating NBC-TV's Mon., 9-9:30 p.m., time for summer sponsorship. Show is opposite highly rated *I Love Lucy* on CBS-TV, but with summer replacement, Racket Squad, it is figured that competition would not be so keen.

★ ★ ★

AMONG THOSE actively under consideration for Voice of America director, to succeed Albert H. Morton, now consultant, is Charles (Bud) Barry, NBC programming vice president.

★ ★ ★

ADMINISTRATION is busy overhauling electronics branches of defense agencies. All 17 persons in Electronics Production Coordinating Div. (military, non-military needs) of Office of Defense Mobilization have been given walking papers; lay-offs effective June 10. Electronics Div. of National Production Authority (materials allocations) has reduced from 92 to 18 in past year. Reevaluation of Munitions Board's electronics division (mobilization base studies etc.) also underway.

★ ★ ★

ACCEPTANCE of Vitapix plan to expand into national, station-owned film distributing syndicate [B•T, May 11], encouraging to principals, who are preparing for June 3 board meeting at Chicago's Hotel Drake. In addition to 13 stations in as many cities to which invitations to become stockholders were sent two weeks ago, stations in following additional cities have been invited into the fold: Providence, Baltimore, Dallas, Houston, San Antonio, Wichita Falls, Amarillo, Lubbock, Charlotte and Rock Island.

★ ★ ★

ALTHOUGH STORER Broadcasting Co. has no present plans for TV in Miami (it has withdrawn its Ch. 10 application because of five station limit) it has petitioned Dade County Zoning Commission for approval of transmitter site. Lee B. Wailes, Storer executive vice president, avers Storer is still "interested in TV in Miami" where it operates WGBS and presumably is following through on site as protective measure.

★ ★ ★

NO SPECIAL frequencies for theatre TV, but if motion picture interests want to apply for specialized common carrier license, let 'em. That's gist of FCC staff recommendation to Commission on theatre TV case, which saw large-screen, closed circuit proponents ask for "limited" common carrier rights if no exclusive frequencies were made available [B•T, March 2]. Commission should consider staff recommendations in fortnight.

IN THIS ISSUE

LEAD STORY

As more evidence indicates a shakeup in NBC television programming and perhaps NBC management, top RCA-NBC policyman Gen. Sarnoff prepares to answer questions at the NBC-TV Affiliates Committee meeting this week in New York. Hanging over expected talks on programming, management, "free hours" and rate-making is WTAR-AM-FM-TV Norfolk's switch last week to a strengthened CBS. *Page 27.*

ADVERTISERS & AGENCIES

Week's radio-TV timebuying burst sees Hazel Bishop Inc. lead the cosmetics field in TV with $4.5 million in network purchases. *Page 29.*

FILM

In a move to film its *Tom Corbett, Space Cadet* for syndication to television, Rockhill Productions plans to offer 149,000 shares of common stock for sale at $2 per share to finance the deal. *Page 32.*

TRADE ASSNS.

During the next seven weeks some 50 traveling speakers and 79 others will address a series of 43 two-day sales conferences held jointly by Broadcast Music Inc. and Broadcast Advertising Bureau in strategic centers throughout the U. S. Subjects will follow suggestions laid down by broadcasters themselves. *Page 48.*

GOVERNMENT

Among new names being bruited for FCC Commissionership to be vacated by Democrat Paul Walker June 30 are those of Republicans Robert J. Dean, KOTA Rapid City, S. D., president, and consulting engineer Glenn D. Gillett of Virginia, who plans to retire from his Washington practice July 1. *Page 54.*

NETWORKS

Affiliates committee hears assurances from CBS Radio President Adrian Murphy that a boost in daytime rates is being considered, while at the same time the network proposes no lowering of night rates, during a Thursday session in New York. The affiliates go away happy after taking steps to finalize formation of an independent affiliates' organization. *Page 71.*

FEATURES

WOR New York's way with a woman exploits all her five senses in its Consumer Testing Panel held three times yearly in which some 70 advertisers, after facing the supreme test, have found some new and rediscovered some old slants on selling their products. *Page 78.*

UPCOMING

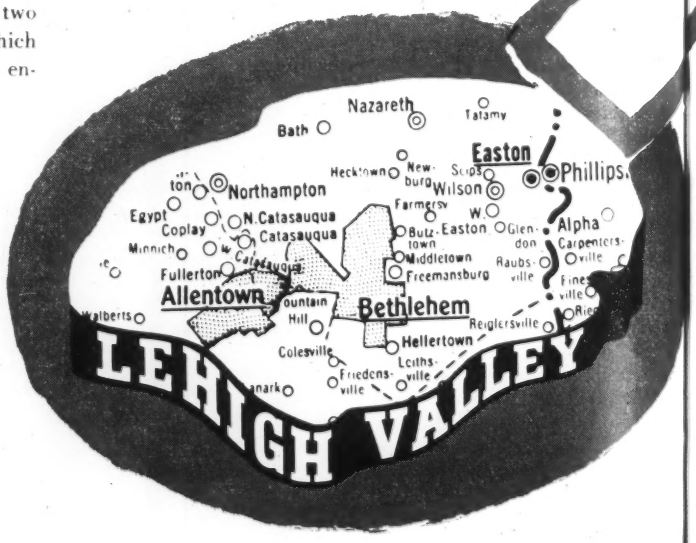
May 25: Sigma Delta Chi Awards, Conrad Hilton Hotel, Chicago.
May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.
June 6: New England Chapter, American Women in Radio-TV, Hotel Statler, Boston.
June 7-10: National Assn. of Radio Farm Directors Spring Meeting, Rice Hotel, Houston.

(For other Upcomings, see page 94.)

TWO YEARS ACHIEVING OUR AIM.... PUBLIC SERVICE AND CO

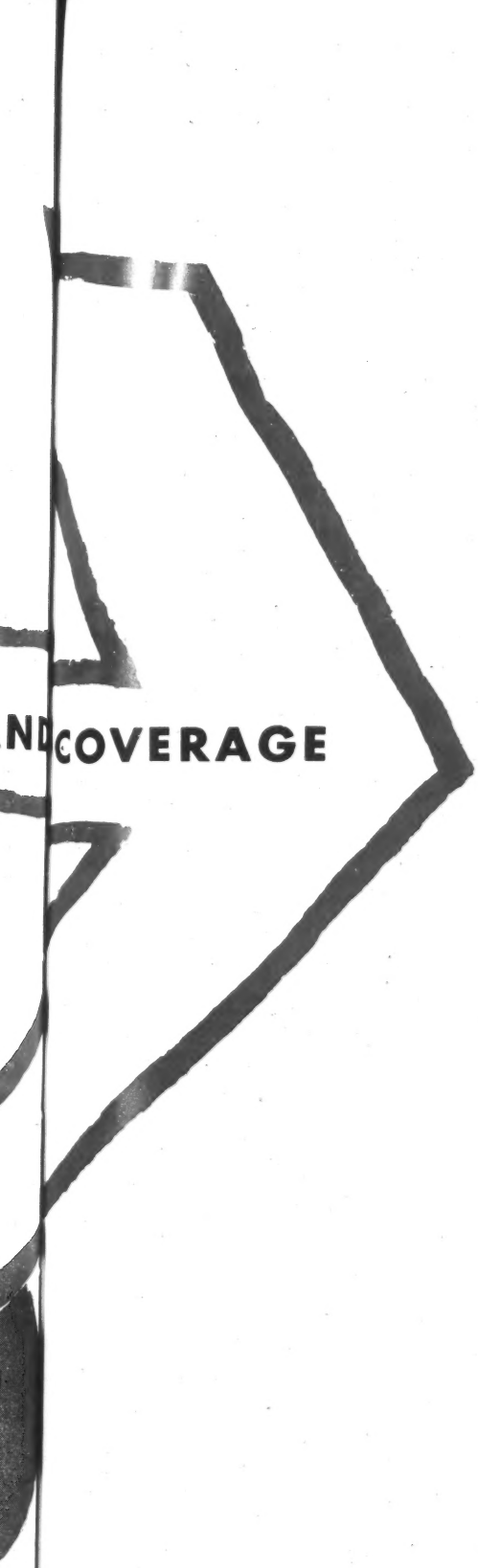
KG2XAZ

Authorized by the Federal Communications Commission, this station, one of the very few experimental television operations in the country, developed important coverage data for WLEV-TV during the past two years plus information which has proven valuable to the entire television industry.



NBC
TV AFFILIATE

XUM



WLEV-TV

Bethlehem • Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes — the people — in this large market — a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market — that spend annually $1,037,542,000 in retail sales — buy WLEV-TV. Write for information today.

A Steinman Station

Represented by

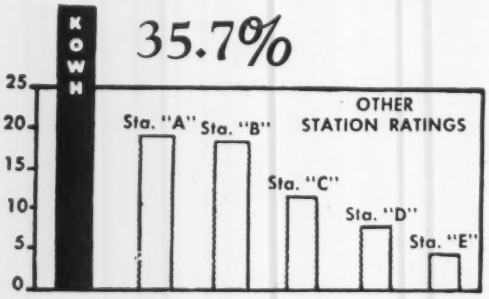
MEEKER TV, *Incorporated*

New York • Chicago • Los Angeles • San Francisco

All It Took was the Right Language...

. . . To get Wolfe's forces past the French outposts at Quebec. Slipping downstream under cover at night, the British were challenged by several sentries. Each challenge was answered by a blistering string of cusswords and a, "Hush . . . you fools! The English will hear you!" delivered in faultless French. The ruse worked, and the following day Quebec fell to General Wolfe.

KOWH too, talks the right language . . . the kind midwestern folks understand. And they show their appreciation by giving KOWH the shopping big HOOPER averaged below for the *18 month period* from Oct. 1951, to April, 1953. Use our know-how to infiltrate the Omaha, Council Bluffs area!



• *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru April, 1953.)

• *Largest share of audience*, in any individual time period, of any independent station in all America! (April, 1953.)

Kowh

OMAHA

AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

FCC APPROVES SPEEDIER TV GRANT PLAN

CLIMAXING week of efforts to expedite TV grants, FCC late Friday announced amendment "clarifying" TV processing rules and putting on notice all applicants and prospective applicants that Commission henceforth will consider promptly applications which become free for action upon merger with competitor or through withdrawal of competitor for same channel. Change applies to "passed over" bids not formally designated for hearing and includes those sent McFarland letters.

Chairman Rosel H. Hyde on Monday announced revised policy on handling of sole survivors (or merger applicants) which are in hearing status when he testified before Senate Interstate & Foreign Commerce Committee on TV processing problem. He said Commission will proceed to act on such comparative hearing survivors and will no longer return them to processing line which made them vulnerable to new competitive attack (story page 56).

Friday's rule amendment, to which Comr. Frieda B. Hennock dissented in lengthy opinion charging "it represents surrender to haste," becomes effective immediately upon publication in *Federal Register*. Footnote 10 of Sec. 1.371 of rules is amended by following new subparagraph (M):

Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed or where a new application is filed in place of the several competing applications and the applicant formed by such a merger is composed of substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

Miss Hennock charged TV merger could be effected on Tuesday afternoon and receive grant at Wednesday FCC meeting before anyone received due public notice. She alleged handling of amendment was unwise, if not illegal, and called for immediate revision of entire TV hearing procedures. She would require notices in local papers when applicants' conflicts are resolved, 30 days' waiting period before action by FCC.

ABC CHEERS GODFREY

WONDERS never cease. Gimbel's recently told Macy's: "You're wonderful." And ABC reported Friday that starting today (Monday), many of its network radio and TV programs this week will carry following message directed to CBS' ailing Arthur Godfrey: "Arthur, ABC loves you. We all miss you, Arthur. Hurry up and get well and back on the job." Idea for tribute was said to have originated with Robert M. Weitman, ABC vice president in charge of talent and programming.

AFTRA Strike Forces WDAF-AM-TV Off Air

WDAF-AM-TV, Kansas City shut down beginning at 6 a.m. Friday when 26 announcers struck for special wage demands and engineers refused to cross picket lines. AFTRA-affiliated announcers offered to take $2 cut if stations would pay talent fees for commercials during regular working shifts.

Station management said it refused formula. Fees now are paid only when announcers work off-shift. Station offered $4 weekly raise. Announcers' scale now runs $102 to $108 weekly, with weekly average $119, and some as high as $170, station management said. Management claimed fee system would saddle advertisers with thousands of dollars in extra costs.

AFTRA negotiators claimed fee payments now regular part of network and major eastern and Hollywood contracts. AFTRA New York headquarters said strike started after negotiations broke down because "management wants to tear out of contract certain important conditions that have been in all our contracts with them in past."

All of Kansas City stations in middle of negotiations with IBEW. Management and engineer negotiators believed not far apart late Friday. Only WDAF stations were shut down by AFTRA strike.

Printers Strike in Washington

LAST MONDAY, the Columbia Typographical Union 101, AFL, went on strike at all of Washington's commercial printing plants. The dispute with the members of the Graphic Arts Assn. concerns wages and vacations.

BROADCASTING • TELECASTING is printed by the National Publishing Co., one of the association's members, and work at this plant stopped on Monday. Arrangements had been made, however, to print B•T in Baltimore, 40 miles from Washington.

Every effort has been made to meet regular deadlines and ensure regular delivery of this week's issues. The Postoffice Dept. and the National Publishing Co. have cooperated wholeheartedly with our staff in the effort to publish on schedule.

A special printer-circuit was set up in Baltimore for direct communication with both the Washington headquarters and the New York Bureau of B•T to expedite news-handling. Part of B•T's editorial, advertising and production staffs were assigned to Baltimore.

For the duration of the strike, we will seek to publish B•T in unabridged form. We express our appreciation to our subscribers, advertisers, staff, the Postoffice Dept. and the cooperating trades.

BUSINESS BRIEFLY

LIPTON'S TEA SPOTS • Lipton's Ice Tea, N. Y., preparing television spot announcement campaign in 25 markets in addition to its radio spot schedule, which will be running in about 200 markets. Television starts June 1 in South and June 15 in North, while radio starts June 1. Both radio and television contracts are for six weeks and placed by Young & Rubicam, New York.

SUMMER SUBSTITUTE • Summer replacement for *Phil Harris-Alice Faye Show*, sponsored by RCA, Sun., 8-8:30 p.m. on NBC radio, will be Tony Martin in show not yet titled, effective July 5.

WATCHBANDS ON MBS • Jacques Kreisler Mfg. Co., North Bergen, N. J. (watchbands), signs to participate in sponsorship of *Crime Files of Flamond*, Wednesday, 8-8:30 p.m.; *Official Detective*, Thursday, 8-8:30 p.m., and *Take a Number*, Fri., 8-8:30 p.m., all EDT, on MBS under network's "Multi-Message" plan, for 12 weeks, starting July 1. Agency: Foote, Cone & Belding, N. Y.

KOOL LIST PROPOSED • Brown & Williamson, Louisville, considering 10-second radio announcement schedule for possible summer campaign to promote Kool cigarettes. Agency: Ted Bates Inc., N. Y.

JACK BENNY RENEWED • American Tobacco Co. renews Jack Benny program on CBS Radio for ninth year, Sun. 7-7:30 p.m. EDT, starting Sept. 13. Show goes off air for summer after June 7 broadcast. Agency: BBDO, N. Y.

WEBSTER ON CBS RADIO • Webster-Chicago Corp. (record players), Chicago, to sponsor *Robert Q's Waxworks* on CBS Radio, Sun., effective June 7. Agency: Fuller & Smith & Ross, Chicago.

HOWDY DOODY SELLOUT • Howdy Doody show on NBC-TV (Mon.-Fri., 5:30-6 p.m. EDT) will be completely sold out next fall as result of signing last week of Standard Brands (Blue Bonnet margarine), through Ted Bates, New York, for first half of Monday segment, starting in September.

Skelton Moving to CBS

RED SKELTON will be on CBS-TV next season under exclusive long-term contract, if legal problems are worked out. Negotiations for move to CBS-TV completed over weekend. Radio not included, since he will not use aural medium for "physical reasons." Spread of taxes clause included in contract, it's understood. Under plan, Freeman Keyes, head of Russel M. Seeds Co., with whom comedian has seven-year personal contract, reportedly will receive around $3,000 weekly over undisclosed period with network having absolute control over production of show.

NEWEST SUCCESS STORY:

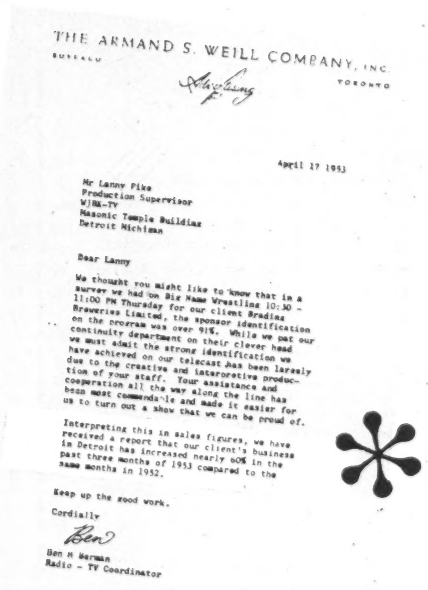
One Weekly WJBK-TV Program

INCREASED SALES 60%

For This Advertiser!

* Only WJBK–TV . . . no other media . . . was used for this Detroit campaign for Brading's Cincinnati Cream Ale and Lager. And here's what the agency reports:

"OUR CLIENT'S BUSINESS IN DETROIT HAS INCREASED NEARLY 60% IN THE PAST 3 MONTHS OF 1953 COMPARED WITH THE SAME MONTHS OF 1952"



THE ARMAND S. WEILL COMPANY, INC.
BUFFALO TORONTO

April 17 1953

Mr Lanny Pike
Production Supervisor
WJBK-TV
Masonic Temple Building
Detroit Michigan

Dear Lanny

We thought you might like to know that in a survey we had on Big Name Wrestling 10:30 - 11:00 PM Thursday for our client Brading Breweries Limited, the sponsor identification on the program was over 91%. While we pat our continuity department on their clever head we must admit the strong identification we have achieved on our telecast has been largely due to the creative and interoretive production of your staff. Your assistance and cooperation all the way along the line has been most commendable and made it easier for us to turn out a show that we can be proud of.

Interpreting this in sales figures, we have received a report that our client's business in Detroit has increased nearly 60% in the past three months of 1953 compared to the same months in 1952.

Keep up the good work.

Cordially

Ben

Ben M Berman
Radio - TV Coordinator

Further Proof that

CHANNEL 2 IS THE SPOT FOR YOU!

WJBK-TV

Detroit

A STORER STATION

Represented Nationally by
THE KATZ AGENCY

TOP CBS and DUMONT TELEVISION PROGRAMS

STORER BROADCASTING COMPANY

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

at deadline

First Post-Thaw TV Hearing Decision Issued

FIRST post-thaw authorization to stem from comparative hearing announced by FCC Friday in order making final Examiner Fanney Litvin's initial decision to grant uhf Ch. 33 at Fort Wayne, Ind., to WKJG there and to deny competitive bid of WGL [B•T, April 27]. No exceptions were filed by either party and FCC acted on WKGJ's plea for prompt final ruling.

Examiner had cited greater ownership-management integration, more diversified business interests of controlling parties and their lack of connection with either local newspaper as grounds for preferring WKJG. Examiner held WGL principals "controlled" both papers.

FCC reinstated grant to KLCN Blytheville, Ark., for change from 1 kw daytime on 900 kc to 5 kw daytime on 910 kc, set aside last fall upon protest of alleged interference by WCOC Meridian, Miss. FCC said it erred in setting KLCN's bid for hearing because WCOC charge was vague, hence defective, and since then has not prosecuted its claim.

Honolulu Hearing Postponed

Comparative hearing set Wednesday on vhf Ch. 2 at Honolulu between Royaltel and KULA there indefinitely postponed, FCC reported Friday, in view of KULA's purchase by American Bcstg. Stations (WMT Cedar Rapids) and KJBS San Francisco [B•T, May 11]. American is new grantee for vhf Ch. 4 at Honolulu.

WSSB Protest Heard

Oral hearing was held Friday before FCC *en banc* on protest of WSSB Durham, N. C., against uhf Ch. 46 grant there to T. E. Allen & Sons (merger of original Allen bid and competitor WTOB Durham), WSSB claiming argument was not "full and fair" hearing under terms of Sec. 309(c) protest rule of Communications Act.

FCC overruled claim and WSSB next argued "due process" entitles its Ch. 46 bid to comparative hearing with that of Allen, since unexpected merger of latter did not get reasonable public notice before "quick" grant by Commission. Serious questions about merger should have been called to FCC's attention by Broadcast Bureau, WSSB claimed.

Allen and Broadcast Bureau both denied WSSB's allegations, pointing out WSSB bid should have been on file day before, not day of, grant to receive rights to comparative consideration under FCC rules. Allen noted Durham was passed on priority processing list last October and no bid was on file for Ch. 46. Allen argued WSSB could have filed in November and gotten prompt grant, but took risk of waiting too long and lost out.

Dismissals and Applications

Martin & Minard asked for dismissal of Ch. 11 Savannah bid Friday, one week after designation with WTOC application for June 15 hearing. M&M cited inability to arrange substitute and additional financing to maintain both proposed TV and recently granted Florida AM outlet. On heels of Trans-American TV Corp. dismissal for vhf Ch. 62 Evansville, Ind. (granted Friday), W. R. Tuley requested dismissal from hearing with sole remaining applicant, Premier TV Inc. Consideration out of pocket expenses only.

Two more educational TV bids—making six for week—filed Friday. U. of Florida applied for reserved vhf Ch. 5 in Gainesville, proposing ERP of 5.28 kw visual with antenna of 356 feet. WGGG there indicated last month it would tender commercial application for same facility after June 2 deadline. Denver School District filed for reserved vhf Ch. 6 with ERP 19.85 kw visual and antenna 947 feet.

Two TV bids filed for Alaska by Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor at La Jolla, Calif. They seek vhf Ch. 2 at both Fairbanks and Anchorage. Application for Ch. 11 at Anchorage filed earlier in week by Northern TV Inc., including KENI stockholders. Mr. Kiggins' applications specify ERP of 16 kw visual. Filed too late to check details was application of J. Patrick Beacom & Assoc. bid for uhf Ch. 22 Clarksburg, W. Va. Mr. Beacom controls Fairmont Broadcasting Co. (WVVW), applicant for uhf Ch. 35 Fairmont.

WFAA Power Increase

WFAA-TV Dallas—Granted power boost on vhf Ch. 8 from 27 kw visual and 13.5 kw aural to 316 kw visual and 160 kw aural.

$14 MILLION ON NBC-TV

NBC-TV announced Friday that during past 10 days it had signed more than $14 million in gross annual billings for fall season, and said other sales for 1953-54 would be announced this week. Presumably latter announcements will be made during meeting of NBC officials with TV affiliates (see story page 27). Past 10 days' signings, NBC noted, included Colgate-Palmolive-Peet for resumption of *Colgate Comedy Hour* (Sun, 8-9 p.m.) on Oct. 4; General Motors for NCAA collegiate football schedule [B•T, May 18]; Gulf Oil for resumption of *Life of Riley* (Fri., 8:30-9 p.m.) on Oct. 25 and Procter & Gamble for *Letter to Loretta* (Sun., 10-10:30 p.m.) starting Aug. 30 [B•T, May 11].

Augusta, Ga., Asks Change In FCC TV Priority Plan

STRONG BID, on national defense grounds, for revision of FCC's TV priority system was made Friday by city of Augusta, Ga. Site of Atomic Energy Commission's Savannah River Project, Army's Camp Gordon, and of President's golf vacation trips. Augusta is No. 51, Group A-2, on processing list, has three applicants for each of two allocated vhf channels, claims 210,000 population.

Recommended revision is this: Top priority group, to include only cities over 50,000 population, beginning with No. 19 in Group A-2 (Baton Rouge, La.) through No. 79 in Group A-2 (Lima, Ohio). Second group of A-2 cities proposed for those with less than 50,000 population.

PEOPLE

WALKER GRAHAM, Geyer Adv. vice president and co-manager of Detroit office to McCann-Erickson, N. Y., named account executive on Chrysler Div. of Chrysler Corp. account.

ROBERT A. BURKE, Benton & Bowles, N. Y., to Grey Adv., that city, as assistant timebuyer.

BEN E. WILBUR, former manager of WOL Washington, appointed director of radio for Broadcasting & Film Commission, National Council of Churches of Christ in the U. S. A., it was announced Friday by Dr. Ronald E. Bridges, Commission director. Mr. Wilbur's appointment will permit Albert Crews to serve fulltime as director of television.

MARK FOSTER named by Bozell & Jacobs to Washington office as account executive in charge of advertising.

48 NBC-TV Affiliates Plan Attendance at NBC Meet

SOME 65 broadcasters from 48 NBC-TV affiliates had signified by Friday that they intended to attend Monday-Through-Wednesday meetings with NBC officials in New York (see story page 27), according to advance registration list released by network. List:

Walter Damm, affiliates committee chairman, and Russ Winnie, WTMJ-TV Milwaukee; Harold P. See, KRON-TV San Francisco; Aldo de Dominicis and Edward Obrist, WNHC-TV New Haven; J. Gorman Walsh, WDEL-TV Wilmington, Del.; John M. Outler Jr., WSB-TV Atlanta; Sarkes Tarzian and Robert Lemon, WTTV (TV) Bloomington; Ralph Evans, William D. Wagner, and Ernest Sanders, WOC-TV Davenport; George W. Norton Jr. and Nate Lord, WAVE-TV Louisville; Edgar B. Stern and Robert Swezey, WDSU-TV New Orleans; D. L. Provost and Leslie H. Peard Jr., WBAL-TV Baltimore; Joseph Baudino and W. C. Swartley, WBZ-TV Boston.

Ed Wheeler, WWJ-TV Detroit; Willard Schroeder, WOOD-TV Grand Rapids; Willard Walbridge, WJIM-TV Lansing; Stanley E. Hubbard, KSTP-TV St. Paul-Minneapolis Dean Fitzer, WDAF-TV Kansas City; George Burbach, KSD-TV St. Louis; Lyle DeMoss, WOW-TV Omaha; Fred Weber, WFPG-TV Atlantic City; C. Robert Thompson, WBEN-TV Buffalo; Bill Fay, WHAM-TV Rochester; R. B. Hanna Jr., WRGB (TV) Schenectady; E. R. Vadeboncoeur, WSYR-TV Syracuse; William MacNeilly and Michael Fuscon, WKTV (TV) Utica; R. E. Dunville, John Murphy, James Leonard, and H. P. Lasker from Crosley's WLWT (TV) Cincinnati, WLWC (TV) Columbus, and WLWD (TV) Dayton.

Lee Wailes and Allen L. Haid, WSPD-TV Toledo; Len Nasmann, WFMJ-TV Youngstown; P. A. Sugg and Hoyt Andres, WKY-TV Oklahoma City; Alvin Schrott, WJAC-TV Johnstown; Clair McCollough, Harold Miller, and J. Robert Gulick, WGAL-TV Lancaster; Rolland V. Tooke, WPTZ (TV) Philadelphia; David Baltimore, WBRE-TV Wilkes Barre; Norman Gittleson, WJAR-TV Providence; H. W. Slavick and Enoch Brown, WMCT (TV) Memphis; Irving Waugh, WSM-TV Nashville.

Ralph Nimmons, WFAA-TV Dallas; Harold Hough, WBAP-TV Fort Worth; Jack Harris, KPRC-TV Houston; Hugh Halff and Arden X. Pangborn, WOAI-TV San Antonio; Del Leeson, KDYL-TV Salt Lake City; James H. Moore, WSLS-TV Roanoke; Richard Dunning, KHQ-TV Spokane; Lawrence H. Rogers, WSAZ-TV Huntington; R. O. Runnerstrom, WLOK-TV Lima, Ohio; Tom Kritser, KGNC-TV Amarillo; Tom J. Nunan, WLEV-TV Allentown, Pa.

Craig Resigns from B&B

RESIGNATION of Walter Craig, for past 10 years vice president in charge of radio and television for Benton & Bowles, New York, announced Friday by Board Chairman William R. Baker. No reason given, but move was understood to result from "differences of opinion." Announcement said Tom McDermott, agency's TV director, and Paul Roberts, radio director, will continue to head those departments, reporting directly to Board Chairman Baker.

TOPS

in Out-Of-Home Listening!

You get a big, important bonus in Out-of-Home listeners when you use KMPC. Survey after survey reveals that KMPC is tops with Southern California's *mobile millions!* We'll be happy to show you the facts and figures. For regular results PLUS the big out-of-home bonus audience . . . give your product the selling power of Southern California's *"One-station network."* Represented nationally by H-R Representatives Inc.

KMPC

LOS ANGELES

50,000 watts days. 10,000 watts nights.
Gene Autry, *president*
Robert O. Reynolds, *vice pres. & general mgr.*

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
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John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
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XUM

The ONLY professional turntable *tailored* specifically for "fine groove" 33⅓ or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16½" deep
- **Faster starts.** Full speed in less than ¼ turn
- **Easier cuing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

SMALLER than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: *The price is right!*

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—and plenty of shelf space for program records.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

AKRON'S **TOP** STATION

© 1949 WACKER
Always out in front!

WAKR

TOWERS OVER AKRON

COMING!
WAKR-TV
Akron's FIRST TV Station
ch. 49

© 1949. SUMMIT RADIO CORPORATION

5000 WATTS ● ABC ● Represented by WEED & CO.

IN REVIEW

THE LAUGH MAKER

On *Studio One*, CBS-TV, Mon., May 18, 10-11 p.m. EDT
Original Script: A. J. Russell
Producer: Fletcher Markle
Director: Paul Nickell
Special Music written by Jackie Gleason
Cast: Jackie Gleason, Art Carney, Marian Seldes, Rita Morley, Sally Gracie and Carl Frank.
Set Designer: Rouben Ter-Arutunian
Editorial Supervisor: Vincent McConnor
Production Cost (Excludes Time): $24,000
Sponsor: Westinghouse
Agency: McCann-Erickson

ALL the cliches generally associated with show business were worked into a one-hour opus inappropriately titled "The Laugh Maker" for Jackie Gleason's debut as a straight (if you'll pardon the expression) actor on CBS-TV's *Studio One* last Monday night. Since the performer, an established TV comedian with his own weekly show, and the series on which he launched his dramatic career are both favorites of the television audience, "The Laugh Maker" merited some attention. One all-around letdown was the reward.

"The Laugh Maker" was a long involved tale of one Jerry Giles, a top banana who almost

Rita Morley and Jackie Gleason
. . . an acting debut on Studio One

slipped on his own skin. Naturally, he came up the hard way with the night club circuit and at last hit the big time—television of course! Here was the clown, the braggart, the full comic-tragic hero who contrary to all behavior was a miserable, lonely man. You would never have guessed it so every now and then there was a scene with his sister who kept telling you so. But that's another story.

Everybody adored Jerry but no one in particular loved him. The "no one in particular" turned out to be the assistant director on his TV show. And why was Jerry so attracted? You guessed it. She didn't think he was funny! Quite a blow to a top comedian who was a sensitive boy at heart. Along came a newspaper man to do a story on the fabulous Mr. Giles. He, it developed, was once in love with the assistant director, and she with him. They were still much taken with each other but she was determined to have that career. The triangle took shape but as fate would have it plots and sub-plots finally blended in a happy ending. Assistant director and newspaper man got together. Jerry and a vocalist friend discovered each other. And Jerry's sister pre-

sumably went on being his greatest admirer and severest critic.

The play was bad—certainly not up to most scripts used on *Studio One*. There was a lot of talk but little action, a prerequisite for any kind of worthwhile dramatic undertaking. It was tailored for Mr. Gleason right down to the theme music used on his own show. In so doing he was given little opportunity to try his hand at acting. He had no role really, no dramatic situations to encounter that he doesn't meet weekly on *The Jackie Gleason Show*. He seemed aware that the script wasn't giving him much of a chance. The flaws were all the more apparent because of a sloppy production. Granted the director and supporting players didn't have much to work with but the over-all production looked as though everyone had given up early last week.

LIVING IN AN ATOMIC AGE

Presented by the Public Affairs Dept., ABC, in cooperation with the British Broadcasting Corp.
Guest Lecturer: Bertrand Russell.
Origination: ABC New York.

A NEW transcribed lecture series titled, *Living in an Atomic Age*, had its first broadcast on May 17, in cooperation with the British Broadcasting Corp. Before the microphone on the initial program was Bertrand Russell, the English philosopher, sociologist, author and mathematician, regarded as one of the 20th Century's greatest thinkers. For the next six weeks, Mr. Russell will deliver a quarter-hour talk once a week on the various complexities of contemporary life, their affect on man and man's reaction to them.

It cannot be disputed that this scholarly gentleman has something to say. But doubt has arisen that he knows how to say it so that all may understand.

No thoughtful person can claim disinterest in a subject as timely as the atom. It is intrinsically bound up with survival and that's a topic in which everyone shares an interest, background differences withstanding. Because of this limitless appeal, Mr. Russell's subject matter is excellent radio material if it is presented in a manner intelligible to a varied group that is the American radio audience.

On the basis of his first broadcast, it is not likely that Mr. Russell will be remembered for his ability to communicate his opinions and ideas to any audience other than a highly specialized one.

It is one thing for a brilliant man to inspire a group of, perhaps, philosophy graduate students; it is quite another problem for him to capture a radio listener's attention with the same material.

Mr. Russell's first lecture—"Present Perplexities"—was an intended outline of intellectual and ethical problems in today's world which keep man in a never-ending state of confusion and anxiety. It was heavy material but the much sought-after common denominator could have been found had Mr. Russell been more adept at drawing analogies. Relate an abstract concept to something concrete and familiar to your audience and the idea will come across. But analogies were not drawn. Ideas were lost in complex sentences, technical vocabulary and terms that were never defined.

Production on the broadcast was all but nonexistent. There was an announcer who introduced Mr. Russell with proper credit lines. Prior to the introduction and again when the lecture was over someone blows a bugle three or four times. What purpose the musical touch was supposed to serve is still a mystery.

The More We TELL
The More You SELL !
DIAL 1280
WDSU
WDSU·TV
Channel 6
Promotion Plus
HERE'S ANOTHER "EXTRA"...
WDSU AND WDSU-TV
GO TO THE FOOD FAIR!
Promotion Plus . . . that's how it's done at WDSU and WDSU-TV all year 'round! No opportunity is ever overlooked to effectively promote our sponsors' products. A recent example was our booth at a statewide grocers convention. Spotlighted in the colorful display was Amanda Lee, WDSU-TV's popular cooking personality who greeted over 7,800 agressive sales-minded grocers. This latest "extra" is typical of our year 'round program of Promotion Plus for our clients.
Write, Wire or Phone Your JOHN BLAIR Man!
AM TV FM
WDSU
NEW ORLEANS
NBC

1 KW UHF

. . . DU MONT TV TRANSMITTER

for channels 14-83

with these outstanding plus features

The Du Mont Series 13000 UHF Acorn Transmitter boasts the same performance, dependability, and ability to grow in power as the famous Du Mont VHF Acorn. Du Mont field engineering assures you of a successful start in UHF – from camera to antenna – top efficiency. Moreover, the outstanding Du Mont design results in lower initial and operating costs.

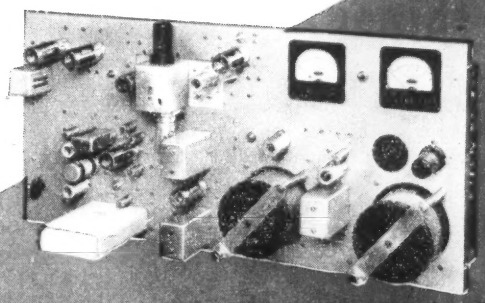
COMPARE THESE PLUS FEATURES . . .

COMPLETELY AIR-COOLED . . . . . no expensive or troublesome plumbing.

SIMPLIFIED CIRCUITRY . . . . . combined visual and aural exciter–employing fewer tubes–assuring easy maintenance.

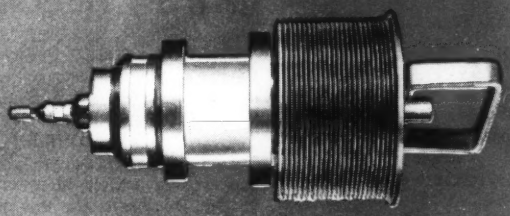
FULL 1 KW OUTPUT . . . . . air-cooled tetrode as the final tube.

COMPACT . . . . . two completely accessible cabinets house entire transmitter.



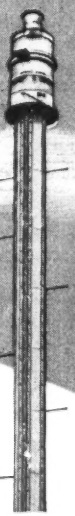
plus...

A marked advance in circuit simplification. Fewer tubes, less cabinet space, and better performance result from the use of common circuitry for both visual and aural exciters.



plus...

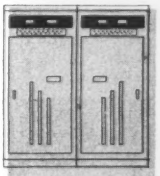
Air-cooled tetrode as final output. Tube operates as Class B and has an output of a level of 1 KW peak. Extra-heavy, well constructed cavity minimizing warpage. Results in greater cavity stability.



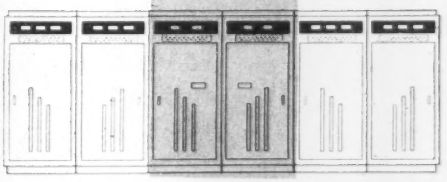
plus...

The Du Mont UHF Antenna has a power gain of 14 to 25. Vertical beam approaches within 6 db of the ideal cosecant curve for uniform coverage. Will handle up to limit of transmission line power capacity. Rugged, simple, reliable power. 2 bay, 24 wavelength sections.

pre-planned for future power growth



In addition to the immediate operational advantages of the Du Mont 1 KW UHF transmitter, provision is made for future power expansion. The original driver may be utilized to drive a klystron amplifier for a power output of 100 KW, ERP.



The 1 KW amplifier may be used in turn to drive even higher units up to 1000 KW, ERP. Thus in UHF, as in VHF, the broadcaster can grow from Acorn to Oak power—with Du Mont.

DU MONT®

TELEVISION TRANSMITTER DIVISION

ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, N. J.

They're all saying . . .

VARIETY

Wednesday, May 6, 1953

BANDSTAND MATINEE
With Sherman Butler, emcee
Producers: Bill Wells, Martin Pinsker
Director: Ed Scherer
30 Mins.; Mon.-thru-Fri., 4:30 p.m.
Sustaining
WMAL-ABC, Washington

Those twin Pied Pipers of the modern juve world, jive and giveaways, have the town's teenagers beating a daily track to WMAL's studio-theatre. In one week's time, this televised bobby sox jam session built from a studio audience of 35 to over 200, with dozens more clamoring to get in.

Patterned after a similar show at WFIL, Philadelphia, show is taking the place of the corner drugstore for town's teen-age crowd, who trek from all parts of the city, and nearby Maryland and Virginia, to ogle Sherm Butler, popular d.j., who emcees show; to huddle in noisy groups; to danee; and, lastly, to cheer their friends in the various contests which are part of show's side gimmicks.

At show caught, crowd was so big that much of the human interest side of the session was lost to TV audience. Hereafter, attendance is to be controlled via Sherm Butler Fan Clubs, so the spontaneous group shots will emerge in a less jampacked room. As it is, the camera,. mounted on town's only Santer crane, uses typical Hollywood technique, complete with dolly and boom, to circulate in the crowd and pick up effective shots.

Format, at present, is a little jumbled, due largely to lack of time for so much material. This is, by nature, at least an hour's show, and plans are afoot to expand it to that, or more. Butler does a hep job of controlling the stimulated youngsters, and impression is that it is a well behaved, albeit ear-splitting, mob. The 14 to 18 years olds, go through their paces with utter lack of self consciousness and complete abandon.

Show features a terp special each day. At show caught, the "Hokey-Pokey" was dance-of-the-day, and a fine choice for home consumption because of its group aspects. There's generally a guest, in this case, the Aristocrats, a five-piece combo recruited from a local nitery. Then there's "roll call," with spotting of participants; giveaways in the form of candy bars tossed into crowd and disk gifts; a beauty contest; and a jitterbug contest. Home audience votes on the beauty title aspirants, but rest is all studio participation.

All in all, this makes for an unusually lively afternoon show, with possibilities of a public service angle—keeping the juves off the streets—tossed in. Direction is able, and camerawork fine. As show shakes itself down into a smoother, more relaxed formula, it should evolve as fun for home consumption, to match the fun the studio participants are obviously having. This is a natural for any sponsor with a product that has juve, or for that matter, general family appeal. Flor.

"wonderful things are happening at WMAL-TV in Washington!"

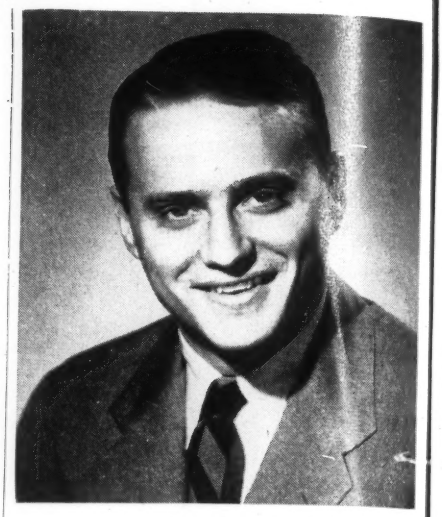
Here's how Variety said "wonderful things" about WMAL-TV's "Bandstand Matinee", a local afternoon TV show with real grown-up appeal. The show has pulled 2,000 letters each week and has attracted over 4,000 fan club members since it debuted last month!

Ask Katz.

WMAL *am* / *fm* / *tv*

Represented by The Katz Agency, Inc.

ABC in Washington, D. C.



Henry Gaither Fownes

on all accounts

HENRY GAITHER FOWNES, vigorous young (31) director of the radio and television department at MacManus, John & Adams, is a glimmering example of what can happen to a young man if he is brilliant, energetic, and goes to Yale: He can get a job in practically any advertising agency in town as a mail boy.

Mr. Fownes began this modestly "swift completion of his appointed round" in the mailroom at Benton & Bowles directly from a career in the Air Corps, which he entered as a private and departed as an officer after two years in the European Theatre. That was three years after he left the playing fields of New Haven, where, it is said, advertising battles are really won.

Mr. Fownes rose more rapidly than mail rates in those days, and in a short time became assistant account executive on the Tide account.

He left the agency to join Fenton Productions as a television and radio producer, servicing, among others, the Pontiac and Cadillac accounts. The automotive firms were primarily the clients of MacManus, John & Adams, a Detroit agency; and when MJ&A opened New York offices, they conscripted Mr. Fownes, with whose work they were delightedly familiar, to help build and to head the production staff of the radio-television department.

He was appointed overall director of radio and television for the agency early this year.

The mainstays of Mr. Fownes' department are still the Cadillac and Pontiac accounts together with the Dow Chemical Co. and Stegmaier Beer. Cadillac sponsors the *Cadillac Choraliers* with Dr. Frank Black on the CBS Radio network and on 187 local stations. Pontiac is considering a half-hour nighttime television show to start in the fall, possibly starring Dave Garroway. Dow Chemical (Saran Wrap, a plastic food wrap) is represented in 12 TV markets with local shows, and Stegmaier (a regional Pennsylvania beer) is on the air with a radio spot campaign and a television schedule in five markets consisting of spots and shows. Ferry Morse Seed Co. is on CBS Radio and Pontiac dealers use radio schedules locally.

The Fowneses — she is the former Betty Lewis — have been marreid seven years and have two children: Christopher, 3, and Lisa, 1. They live in Greenwich, Conn.

Mr. Fownes' hobbies are acting with a local theatre group (The Connecticut Playmakers) and sailing.

XUM

MORE POWER

NOW . . . with 100 kw. video E.R.P. and 60 kw audio E.R.P., America's FIRST completely postwar equipped television station continues to deliver 100% of the entire VHF audience in the nation's 8th largest market . . . an area with more than 500,000 VHF television homes . . . plus a clearer, stronger, better signal throughout an expanded secondary area.

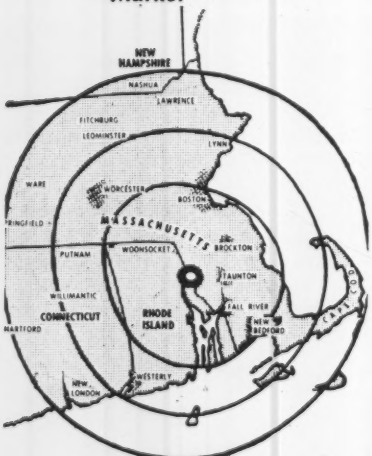
KSD-TV

THE ST. LOUIS POST-DISPATCH • CHANNEL 5

National Advertising Representative: FREE & PETERS, INC.

NBC, CBS and ABC Television Networks

NOW
NEW POWER
200 kw
NEW COVERAGE
1,016,600 Sets
NEW CHANNEL
Channel 10
Pinpoint Your Persistent Salesman in an *increased* Multi-Million-Dollar Market



WJAR-TV
CHANNEL 10
PROVIDENCE
Represented Nationally by
WEED TELEVISION

OPEN MIKE

Bait and Switch

EDITOR:

Mr. Ralph W. Hardy, of the National Assn. of Radio and Television Broadcasters, and an esteemed member of the Board of Governors of the Assn. of Better Business Bureaus, Inc., has furnished me with a reprint of the editorial entitled "How Hungry Can You Get?" that appeared in BROADCASTING • TELECASTING magazine, issue of April 27, 1953. I write to congratulate you and your publication. The editorial is a forward looking, realistic evidence of leadership in an outstanding industry. It points out admirably something which Better Business Bureaus have been saying for years, namely, that private enterprise must eliminate its own abuses through voluntary efforts or the job will be done through governmental regulation. This point needs to be emphasized over and over again in many lines of business affecting the consuming public directly.

We are not unmindful of the fact that other kinds of advertising media which are not subject to any sort or regulation are continuing to carry great volumes of bait advertising of vacuum cleaners and sewing machines. This is to be regretted from every standpoint. . . .

In conclusion, I request permission for the Columbus Bureau to reproduce with appropriate credit, the editorial of April 27 above referred to.

Homer E. Frye
President
Columbus Better Business Bureau Inc.
Columbus, Ohio

EDITOR:

. . . I think your position is well taken and you have made the point quite explicitly that this whole matter of "Truth in Advertising" is one of equal importance to all parties, the public, the advertisers and the broadcasters.

John R. Buckley
Chairman
Assn. of Better Business Bureaus Inc.
New York

EDITOR:

. . . As a businessman as well as chairman of the board of trustees of the Better Business Bureau and a member of the Board of Governors of the Assn. of BBB's I would like to commend you for your courage and your sound presentation of the serious problems which many of our bureaus are facing.

Evans F. Stearns
Vice President
The Stearns & Foster Co.
Lockland, Cincinnati, Ohio

EDITOR:

Your editorial in the April 27 issue and the story on "bait" advertising in the issue of May 4 were not only outstandingly excellent but showed an amazing comprehension of a difficult subject. Even those of us who, like ourselves, live with such matters could not have told a more compelling, interesting story.

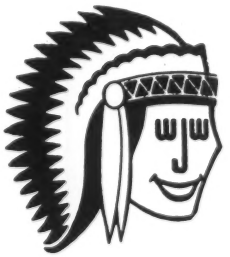
Again, congratulations on an important job superbly executed. With all good wishes.

Kenneth Barnard
President
Chicago Better Business Bureau

EDITOR:

May I express our appreciation for the very

KITE
the HIGHEST rates—but the MOST local Sponsors!
•
•
They know the other guy didn't buy it for less on
•
•
KITE
San Antonio's Leading Independent
AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
Nat'l Rep. John E. Pearson Co.



CLEVELAND'S *Chief* STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED BY
H-R REPRESENTATIVES

The Giant "GOLDEN DRILLER" Speaks... with a KTUL Accent..!

for the

INTERNATIONAL PETROLEUM EXPOSITION

in Tulsa

"OIL CAPITAL *of the* WORLD"

★ Ever interview an 80-foot papier-mache Giant . . . and get the RIGHT ANSWERS?

Jack Morris, KTUL's News Chief and head of the United Press bureau in Tulsa did . . . .

And the GIANT "GOLDEN DRILLER" gave a very interesting description of what he "SAW" about him at the World's Greatest Industrial Show — where 100 million dollars worth of equipment was on display from May 14 to May 23.

Above, Morris rides a crane skyward to make "conversation" with the I.P.E. "GOLDEN DRILLER."

(P.S.—KTUL Staffer Roy Pickett gave "voice" to the "Golden Driller" via echo chamber and tape recorder.)

- The "ACCENT" is on INGENUITY in giving KTUL listeners NEWS with a DIFFERENT SLANT . . . . that holds ATTENTION.
- It's the EXTRA PUNCH" that makes KTUL News Coverage OUTSTANDING in OKLAHOMA RADIO.
- Ask your nearest AVERY-KNODEL Office about KTUL NEWS . . . . and INGENUITY.

The AUDIENCE ACTION Station

KTUL

TULSA

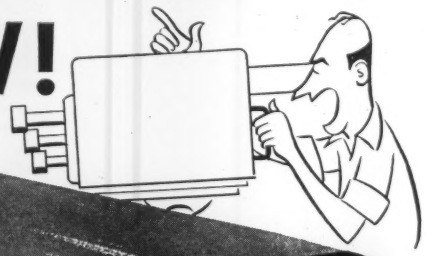
JOHN ESAU—Vice President—General Manager

• CBS Radio

IN NORTHEASTERN OKLAHOMA

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

FIRST
IN RADIO!
NOW
FIRST
IN TV!



KWFT-TV
CHANNEL 6
in Wichita Falls
Texas!

CBS AND DuMONT
TELEVISION NETWORKS

Wichita Falls Television, Inc.

OPEN MIKE

fine editorial in the April 27 issue of BROADCASTING •TELECASTING. This is very helpful particularly in view of the high standing of your publication.

K. B. Backman
General Manager
Boston Better Business Bureau

EDITOR:

Our mutual friend, Ralph W. Hardy, has thoughtfully sent me a copy of your fine editorial on "bait" advertising in the April 27 issue of BROADCASTING • TELECASTING. I want to congratulate you on it.

Splendid support such as this is very valuable to our program of assisting media and advertisers to maintain high ethical standards.

C. N. Kemery
General Manager
Better Business Bureau of Oklahoma City, Inc.

EDITOR:

. . . We in Milwaukee are currently experiencing a situation with sewing machine-vacuum cleaner advertising and your editorial is right "on the button."

Our radio stations and television station have always given us good cooperation and, as soon as the picture is complete, are confident they will be in the present problem.

Richard Jordan
General Manager
Better Business Bureau of Milwaukee

EDITOR:

I have read your splendid editorial "How Hungry Can You Get?" and I would like to express the appreciation of this bureau for this effective blow against bait advertising practices.

Your leadership within the broadcasting industry in condemning bait advertising as a moral fraud and your call to the industry to rid itself of this low practice in the public interest is an inspiration to all of us in the Better Business Bureaus. Although the problem has been a vexing one for us, we feel confident that if all of us who are concerned with the problem join forces we can and will lick it. Your editorial is a forward step in that direction and I am sure that it will prove influential in focusing attention upon this sore spot and its remedy.

K. B. Willson
President
National Better Business Bureau Inc.
New York

EDITOR:

A copy of the editorial "How Hungry Can You Get?", which appeared in the April 27 issue of BROADCASTING • TELECASTING, has just come to my attention.

This stimulating and thought-provoking editorial is most timely. Your leadership in thus pointing up the responsibility of radio and television in the maintenance of public confidence is appreciated.

I hope your message strikes a responsive spark within the industry.

G. H. Dennison
General Manager
Better Business Bureau of Pittsburgh, Inc.

Ill Wind

EDITOR:

When the awards for outstanding public service are passed around, WACO [Waco, Tex.] should come in for an "Oscar." WACO's coverage of the tornado disaster was superb. The entire broadcasting industry should doff its hat to this fine station. Ditto, to the Texas State Network which sent in a special crew to assist the weary staff of WACO and to feed the disaster coverage to its affiliated stations.

Stan Wilson
Manager
KRIO McAllen, Texas

Editorial Comment

EDITOR:

I was very much impressed with your editorial, "Merchandising Merits," in the May 11 issue of BROADCASTING • TELECASTING. This is a problem which has been giving me some concern for a long time.

I concur most heartily with your editorial and the views expressed by Johnny Outler. I think it is time that all stations examined their merchandising plans to see if they aren't getting themselves into a position where they are selling merchandising instead of radio.

I would be very much interested in the results of the Kenyon & Eckhardt survey.

J. E. Baudino
Exec. Vice President
Westinghouse Radio Stations Inc.
Washington, D. C.

Useful Yearbook

EDITOR:

While I was in New York week before last, Mike Donovan of McCann-Erickson kindly lent me his copy of the 1953 edition of your Yearbook on the condition that I return it to him. However, his copy has been misplaced and, as a consequence, I owe him an additional copy. Therefore will you please send him your TELECASTING Yearbook with my compliments. Was really happy to receive my own 1953 copy which came today. My 1952 copy is really dog-earred from constant use.

Guy E. Yeldell
Sales Manager
KSD-AM-TV St. Louis

Presidential Salmon

WALTER L. DICKSON, operations manager for WABI-AM-TV Bangor, Me., presented his credentials at the White House last Wednesday. The credentials: The season's first salmon caught at the Bangor Salmon Pool.

It is a Maine tradition that the year's first catch goes to the President. Mr. Dickson landed the fish, and President Eisenhower invited him to present it personally in last week's ceremonies. That state's Sen. Frederick Payne and Rep. Clifford McIntire also were on hand for the presentation.

In Which Algy writes to . . .

Mr. Frank Carvell
Benton & Bowles
New York City

Dere Frank:

Whin all th' kids frum Sthrn. W. Va. went to Washington D. C. fer a big School Safety Patrol parade, they had a big caravan of 20 busses. Evrytime they stopped for a rest, th' head man called WCHS and we put th' news on th' air jist where they was. All th' way to and frum Washington we carried th' news evry hour or so jist to keep th' parents advised. Th' School Safety Patrol people has bin callin' on WCHS with 5,000 on 580 fer a lot of yeres to do thet job 'cause they knows WCHS can reach all th' people. A lot of advertisers like Pepto-Bismol has been callin' on WCHS fer a long time because we can sure reach th' people and tell thim about good products.

Yrs.,

Algy

WCHS

580 KC

5000 WATTS

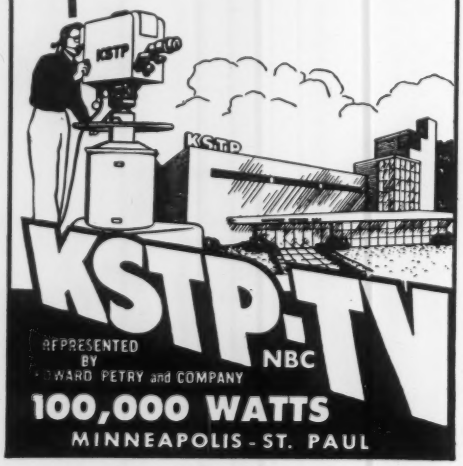
CHARLESTON
THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

IN THE
Upper Midwest...

Nine out of
the Top Ten
multi-weekly
shows are on
Channel 5
where over
1,250,000 people
view
KSTP-TV
regularly



our respects

to NORMAN HEYNE

NORMAN HEYNE's diversified background in the field of entertainment—particularly in the band business and television—may belie his compelling convictions that radio is a healthy medium.

Radio not only is *not* dying—"it isn't even sick," he claims with forthright assurance.

Mr. Heyne (pronounced HAN-ey) should know whereof he speaks. He is vice president in charge of radio and television production for Ruthrauff & Ryan Inc., Chicago, and has been associated with the aural medium since 1932.

Mr. Heyne was one of the early practitioners in the art of singing commercials and jingles, and still wields a creative hand in behalf of this technique.

A native Chicagoan—he was born there July 5, 1911—young Norm Heyne studied for the ministry at Concordia College for five years. He later went to Northwestern U., impressing the school with his athletic propensities in football and track—but probably not as much as he was impressed with music—despite the fact he was majoring in journalism.

In those college days he found himself working arrangements when touring bands hit the campus. The upshot: He joined the celebrated Hal Kemp orchestra in 1930 as singer and arranger, and later became associated with Harry Sosnick's organization. Mr. Heyne played with the two bands for radio network dates on the *Pennzoil Parade of Melodies*.

Joins Schwimmer & Scott

Upon graduation from Northwestern in 1932 Mr. Heyne turned from the band business to a related pursuit—the radio field. He joined WCFL Chicago that year as assistant program director, and later went to Schwimmer & Scott as a copywriter.

That was the beginning of Mr. Heyne's creative skein of catchy jingles and commercials, and his association with Chicago agency personalities. It was then that he used radio and jingles in helping make Salerno, Thomas J. Webb coffee, and Fox Deluxe household bywords.

(Examples: "Mommy, can I have a Salerno butter cookie, please?"; "Oh, Mortimer, don't forget the Thomas J. Webb coffee"; "Don't say Fox—Say Fox Deluxe.")

Mr. Heyne became radio director of S&S in 1934, and remained with that agency until 1943. It was then that he went to Ruthrauff & Ryan as a "combination general radio man and timebuyer." He has been headquartered in R&R's Chicago office since then, but now has greater supervisory duties involving a number of radio-TV-minded clients.

As an example of radio's pulling power, Mr. Heyne is quick to cite the success of Morris B. Sachs clothing stores, which have used radio advertising almost exclusively in the Chicago area for years. This is one of his accounts at R&R.

Among the other accounts he handles are Griesedieck Bros. Brewery, Arthur Murray Dancing Studios, Motorola Inc., Palm Beach Co., Lewis-Howe Co., Dr. Pepper Co., and Fehr Baking Co.

Cites Competitive Factor

Mr. Heyne feels that TV definitely is competitive with radio and that the trend in television will reflect a new concept in time usage. He notes that many advertisers already are buying on alternate-week or periodic bases—much as they buy insertions in magazines.

"Just as advertisers buy magazine circulation—say, three or four insertions a year—they will be forced to buy TV on a similar basis to keep their budgets in bounds," Mr. Heyne explains.

Radio still offers advertisers the lowest cost-per-thousand contact medium and has not stopped growing, he insists. Its potential still far exceeds that of TV in terms of U. S. population, he observes.

It should not be construed that Mr. Heyne is opposed to television, for his creative hand shows clearly in video commercials on many of R&R's client productions. One of the more outstanding successes is the televersion of *Down You Go* on DuMont TV Network for Helene Curtis (Spray-Net, shampoo, etc.), which only last Wednesday was cited by the Chicago Television Council as one of the top Chicago network originations.

Mr. Heyne is an avid fishing and golf enthusiast. He will "go wherever there are fish," belongs to the Edgewater Golf Club, and is a member of Phi Kappa Alpha fraternity.

He is married to the former Mildred Chisholm. They have two children, Norman Jr., 16, and Robert, 12.

Another TV Topper...

on Channel 5 in Chicago

This is the program which has been voted the favorite discussion and interview show in Chicago by the viewers themselves . . . has pulled as many as 127,000 pieces of mail in two weeks . . . has sold direct through a single announcement as many as 800 items priced at $1.00 each.

This is the program which prompted Chicago critics to write:

"Every weekday . . . TV viewers have an opportunity to see one of the best arguments for television."

"BOB AND KAY show how good television can be."

The BOB and KAY program is just one of the *TV Toppers*, champions in entertainment and selling, which add daily proof that . . .

the Quality Station in Chicago Television is

NBC TV

Quality Programming
Quality Facilities
Quality Audience

WNBQ
CHANNEL 5
CHICAGO

Represented by NBC Spot Sales

Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING TELECASTING

May 25, 1953 Vol. 44, No. 21

NBC UNREST IS MOUNTING; WTAR CHANGES TO CBS

Major developments are expected from NBC's meeting with its affiliates this week. Brig. Gen. Sarnoff will handle the network's case personally. The Norfolk shift to CBS, which includes AM, FM and TV, brings a round of speculation that others on the 'critical list' might follow suit. Shakeup in top echelon network staff members also is hinted.

A MASS of evidence, much of it circumstantial, was mounting last week to indicate that out of NBC's meetings with its TV affiliates next week may come developments having vital bearing not only on NBC television programming but perhaps on NBC management and on the whole pattern of network-affiliate relationships in television.

While WTAR-AM-FM-TV Norfolk broke off a 19-year association with NBC by signing with CBS, a group of other major NBC affiliates—who like WTAR have been for the past fortnight on the so-called "critical list" of potential transfers to CBS—prepared to lay down their conditions for remaining in the NBC fold. These terms were said to be, in essence, as follows:

(1) Elimination of the requirement that TV affiliates give "free hours" to the network. Under present affiliation contracts, the stations get no payment from the network for the first 24 hours of network commercial time they carry each month, except that these free hours are reduced by five minutes for each network commercial hour in excess of 174 a month.

Network Management

(2) "Positive management" of the network —preferably by someone with practical operating experience. This was taken as no reflection on President Frank White, who has had both previous operating experience and cordial personal relationships with affiliates. Rather it was construed as acceptance of the fact that Mr. White is now on vacation, recuperating from what was variously described as "exhaustion" and "illness" [B•T, May 18], and that active management, for the time being at least, is in other hands. It also reflected mounting speculation about impending changes in the NBC top echelon.

(3) Withdrawal of the network's right to set an affiliate's TV network rates, on the theory that a station should control its own rates and would not price itself out of the competitive market.

Although NBC officialdom denied any executive changes were in store, reports persisted that a realignment was in the offing. The name of Niles Trammell, former NBC president and board chairman who resigned the latter post last December and currently heads a firm seeking a TV grant in Miami, figured frequently in the speculation. But he denied that he had been approached about a possible return to the organization he served almost 30 years.

The "no free hours" demand, if the affiliates group succeeds in enforcing it, generally was viewed as one that could bring a new pattern into affiliate-network dealings. For the free hours traditionally have been regarded as a form of payment to the network for line charges, sustaining programs, etc., and it seemed unlikely that NBC would yield on this point, or consent to substantial modifications, without itself making compensatory adjustments.

The affiliates group's three demands, reported in several affiliate quarters, were in addition to what originally was the prime purpose of the affiliates in calling the TV meeting: To insist again that NBC take positive steps to provide a full schedule of daytime commercial television programming.

The meetings will be held Monday through Wednesday, with a break Tuesday morning to watch a demonstration of RCA color television. Brig. Gen. David Sarnoff, chairman of the board of both RCA and NBC, will head the management group in place of Mr. White, who left last Wednesday to attend the coronation of Queen Elizabeth II as Gen. Sarnoff's representative, and then to take a brief European vacation. NBC authorities said he would return in mid-June.

Officials of the network appeared confident that their plans—which they said include the expenditure of several millions on daytime programs which would start at 9 or 9:30 a.m., on the heels of the two-hour early-morning *Today* show (Mon.-Fri., 7-9 a.m. EDT and CDT)—would meet with affiliate approval.

They also had in store several cheering business announcements [CLOSED CIRCUIT, May 18]—including assurances that, with recent sales, *Today* is moving into the black, plus other as yet unannounced time sales, plus disclosure of a new TV discount structure which they say will be more nearly on a par with that of other networks.

Football Coverage

They said they will make plain to their affiliates that NBC intends to be the No. 1 network—a position which CBS, for months the leader in radio, claims now to have captured also in television [B•T, May 11]. This month's sale of next fall's NCAA football coverage, which last year represented more than $1.1 million in billings and this year is expected to represent considerably more, in itself did much to restore any difference that existed between the two networks, NBC officials maintained.

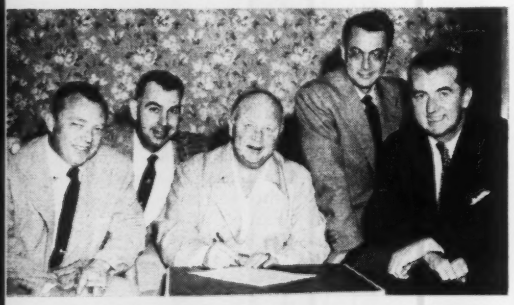
Additionally, NBC station relations vice president Harry Bannister already has notified several important TV affiliates that they are receiving rate increases, some of them amounting to around $200 an hour, effective Aug. 1.

The attitude of many affiliates, however, was that the situation is more critical than NBC has thought. Evidence of this feeling was seen in the nature of the "demands" being prepared by the so-called "critical list" affili-

NEGOTIATING the network affiliation switch of WTAR-AM-FM-TV Norfolk, Va., to CBS are (l to r) Adrian Murphy, CBS Radio president; J. L. Van Volkenburg, CBS Television president, and Campbell Arnoux, WTAR-AM-FM-TV president and general manager.

PURCHASE by Crosley Broadcasting Corp., Atlanta, of 10 acres for a new transmitter and tower site for WLWA (TV) is signed by (l to r): J. W. Zuber, realtor; William P. Robinson, gen. mgr., K. T. Murphy, v.p.-treas., and Harvey Alderhold, chief eng., all WLWA, and John O. Childs, realtor.

STATION-Starter Plan is purchased from Consolidated TV Sales by WTVE (TV) Elmira, N.Y. L to r, seated, Bill Finkeldey, CTS; Tom Cassel, WTVE mngng. ptnr.; standing, Jim Pattison, prog. dir., Shaun Murphy, sls. mgr., and Donna Skelly, traf. mgr., all WTVE. Mr. Cassel also bought plan for WCHA-TV Chambersburg, Pa.



RENEWAL of weekly wrestling on KTTV (TV) Hollywood for 52 weeks is signed by Johnston, Freedy & Lampson Inc. (RX 30 vitamins, Tafon dietary supplement). L to r, John Doyle, pres., Ring Talent Inc.; Frank J. Miller, head of own agency on account; George Johnston, pres., JF&L; Stanley Brown, acct. exec., and Richard A. Moore, v.p. & gen. mgr., both KTTV.

AWARD OF MERIT is presented to CBS-TV *Wheel of Fortune* and producer Peter Arnell by Robert C. Preble (r), pres., Encyclopedia Britannica Pub. Co. Others (l to r): Todd Russell, m.c., Hubbell Robinson Jr., CBS v.p. for network programs, and Mr. Arnell.

NBC UNREST; WTAR SHIFTS

ates, who number at least seven, and also in the continuing speculation that others of this group may join WTAR in switching to CBS.

There appeared little doubt that CBS was swinging hard, undoubtedly hopeful of signing up additional NBC affiliates before next week's meeting and thus adding more pressures to those already upon NBC management. CBS authorities reportedly had approached all seven stations remaining on the "critical list," though NBC officials said they were confident there would be no more defections with the possible exception of one which might occur for other reasons.

CBS reportedly has approached the *St. Louis Post Dispatch*, owner of KSD-AM-TV, with a plan whereby—in a fashion akin to its WCCO-WTCN-TV deal last year—the CBS owned KMOX St. Louis and KSD-TV would merge under the ownership of a separate company in which CBS would hold a minority—but a substantial minority—interest. (In the WCCO-WTCN-TV deal, CBS has 47% of the new company.)

This proposal apparently did not succeed, but in any event KSD-TV is regarded as one of the "critical list" NBC stations. And it was deemed significant that Joseph Pulitzer, publisher of the *Post Dispatch*, plans to accompany George Burbach, general manager of the stations, to the affiliates-NBC sessions in New York this week.

Meanwhile, officials of Crosley Broadcasting Corp., whose stations are among NBC's top affiliates, formally denied that CBS had approached them and said "there has been no question of continued affiliation or discontinued affiliation with NBC as the matter is not an issue at this time."

Aimed at Reports

This statement followed reports published elsewhere asserting that CBS had made "impressive concessions in the reduction of free hours and increased network rates to get the Crosley stations." The Crosley stations have not been among those on the so-called "critical list."

The Crosley statement, asserting that "there have been no conversations held whatsoever with CBS relating to any network affiliation since the trade press stories reported about two years ago," continued:

"R. E. Dunville, president, and John T. Murphy, vice president in charge of TV operations of Crosley Broadcasting Corp., on the occasion of their semi-annual sales meeting in New York, talked with Frank White, president of NBC, who informed them that NBC plans to step up its daytime programming operations.

"Crosley Broadcasting executives understand that in Mr. White's absence Gen. Sarnoff, at the NBC affiliates meeting . . . will make a presentation revealing NBC plans for the immediate future. What these plans are are not known to Crosley executives at this time."

In the signing of the WTAR stations to switch from NBC to CBS—which includes the AM, TV, and FM stations and becomes effective Sept. 27—terms of the new contract were not revealed. It was understood, however, that the agreement embodies an adjustment of the "free hours" plan in TV, providing for WTAR-TV to be compensated at the rate of 10% of its network rate for the first five hours of network commercial time carried each month; 20% for the next 10 hours and 30% for all others.

The big gain to WTAR-TV under this arrangement, it was said, would come from the fact that CBS-TV has more time sold than does NBC-TV—47 hours a week to 36.5 hours for NBC-TV, according to CBS claims. If CBS-TV's total were the same as NBC-TV's, it was estimated, WTAR-TV's net gain would be less than $20 a week.

Even so, there were reports that CBS-TV was going to be hit by its other affiliates with demands for "the same deal" as that made with WTAR.

CBS has not had an AM affiliate in Norfolk in the past, the area being served by the network's Richmond affiliate, 50-kw WRVA, and a WRVA-owned FM station, WRVC, located in Norfolk.

WRVA General Manager C. T. Lucy told B•T, following the WTAR-CBS announcement, that his station will remain "status quo," continuing as a CBS affiliate.

The WTAR-CBS contract was signed last Monday night by Campbell Arnoux, president of WTAR Radio Corp. and a prominent figure in NBC-affiliate activities over the years; CBS Television President J. L. Van Volkenburg, and CBS Radio President Adrian Murphy, plus network station relations executives, attorneys, and others.

The Best Interest

Mr. Arnoux said the change in affiliations "was decided upon only after long and careful analysis of the broadcasting situation, both present and for the long-range future as well as for both radio and television, and we believe that it will be in the best interest not only for our stations but the vital and expanding area they serve."

He said, "We look forward with keen optimism to the affiliation arrangement" with the CBS networks.

WTAR, which will mark its 30th anniversary in September, operates with 5 kw on 790 kc. WTAR-TV, established Apr. 2, 1950, currently is on Ch. 4 but will move to Ch. 3 coincident with a power boost to 100 kw upon completion of a new transmitter installation now underway in a $500,000 project. With its power increase, officials estimated, WTAR-TV will provide Class A and B service to a market of 1,149,000 persons.

The WTAR stations are owned by Norfolk Newspapers Inc., publishers of the *Virginian Pilot* and *Ledger Dispatch*. Mr. Arnoux is a board member of the parent organization.

In the affiliation announcement CBS Radio's President Murphy said his network "is delighted to welcome WTAR, one of the country's outstanding stations, to its radio family. This station, soon to start its 30th year of broadcasting in the increasingly important Norfolk area, is a strengthening addition to CBS Radio. . . ." CBS-TV President Van Volkenburg called the addition "another step in CBS television's leadership from the standpoint of facilities as well as programming and sales."

Weaver Singled Out

WHILE other top NBC executives last week were dodging rumors of impending changes, Sylvester L. (Pat) Weaver, vice chairman of the NBC board, was singled out by Brig. Gen. David Sarnoff, board chairman of NBC and of its parent, RCA, for special mention to the FCC delegation visiting RCA's Princeton laboratories for demonstration of compatible color. "Mr. Weaver," Gen. Sarnoff said, "is the man we're depending on to produce those wonderful color programs for us."

"SUNSHINE SUE," a new across-the-board 5-minute strip, will start on CBS Radio June 8. Production of the program is discussed by (l to r): Seated, William E. Hecht, advertising manager of the sponsoring Corn Products Sales Co.; Sunshine Sue, and E. B. Ferree, account executive, C. L. Miller Co. Standing, Allyn Marsh, CBS Radio; Duncan D. Rogers, Millers, and Barron Howard, commercial manager of originating WRVA Richmond, Va.

NINE ADVERTISERS FIGURE IN BURST OF RADIO-TV TIMEBUYING FOR WEEK

Hazel Bishop Inc. will spend $4.5 million on TV network programming to become the largest TV advertiser in the cosmetics field.

NINE major advertisers figured in a burst of radio and television network timebuying activity last week, while another was in the process of revising its entire radio-TV budget up to 1956.

Hazel Bishop Inc. will spend about $4½ million for its television network programming, the largest in its history and in the cosmetic field, when (1) it starts sponsorship of the Monday, 9-9:30 p.m. EDT time on NBC-TV, (2) alternates with Toni on *Your Big Moment* on DuMont, Tuesdays, 8-8:30 p.m., and (3) continues to sponsor its *This Is Your Life*, Wednesdays, 10-10:30 p.m. on NBC-TV.

Effective early in July, Hazel Bishop will present *Candid Camera*, Tuesdays, 9:30-10 p.m. EDT, on about 50 or 60 NBC-TV stations, opposite *Racket Squad*, the summer replacement for *I Love Lucy* on CBS-TV. Meanwhile, whereas the advertiser had planned to take a summer hiatus with its *This Is Your Life* show on NBC-TV, it will continue instead through the summer with repeats of the 13 best shows of the year. Raymond Spector Co., New York, is the agency.

Toni Co. and Manhattan Soap Co., effective June 8 will alternate daily on two quarter-hour across-the-board strips on CBS Radio. Advertisers will sponsor the 3:45-4 p.m. strip with Walter O'Keefe in an audience participation show and the 7:15-7:30 p.m. segment with a dramatic program, *Family Skeleton*, featuring Mercedes McCambridge. Both shows are Carlton E. Morse packages. Leo Burnett Co., Chicago, is the agency for Toni, and Manhattan Soap Co. is serviced by Scheideler, Beck & Werner, New York.

RealLemon-Puritan Co., Chicago (ReaLemon products), will sponsor *Queen for a Day*, 11:30-11:45 a.m. on MBS, three times weekly (Mon., Wed., Fri.). Agency is Schwimmer & Scott, Chicago.

Campbell Soup Co. switches its *Double or Nothing* program from NBC radio to ABC radio effective June 22 (CLOSED CIRCUIT, May 18), Monday through Friday, 11:30-11:55 a.m. EDT. Contract for 52 weeks was placed by Ward Wheelock Co., Philadelphia. Bert Parks will continue as m.c. of the show on ABC.

Calometric weight control, a division of Vitamin Corp. of America, will sponsor three segments weekly of *The Paul Dixon Show*, Mon.-Fri., 3-4 p.m. EDT on DuMont. Contract calls for Mondays, 3:45-55 p.m. and Wednesdays and Fridays, 3:30-4 p.m. Kastor, Farrel, Chesley & Clifford, New York, is the agency.

American Oil Co. will sponsor Edward R. Murrow in *Person to Person* effective Oct. 2, Fridays, 10:30-11 p.m. on CBS-TV. Joseph Katz, Baltimore, is the agency.

E. I. DuPont, effective Sept. 29, switches its alternate-week sponsorship of *Cavalcade of America* from NBC-TV to ABC-TV, increasing to a weekly basis (Tues., 7:30-8 p.m.). Sponsor also will carry the program on a spot basis on 25 stations during the summer, starting in June. BBDO, New York, is the agency.

Colgate-Palmolive-Peet Co., Jersey City, has renewed its hour-long show on NBC-TV, Sundays, 8-9 p.m., for next fall with 35 weeks instead of 39. The weekly production costs will run around $70,000 with a $5,000 increase over this year's budget.

R. J. Reynolds Tobacco Co. (Camel and Cavalier cigarettes), through William Esty & Co., currently is going through a revision of its TV setup extending up to 1956, a spokesman told B•T. The peg for its plans in the future will continue to be sponsorship of the quarter-hour news strip across-the-board featuring John Cameron Swayze on NBC-TV—renewed last week—with variety and other types of programs to supplement it. The firm will drop the *My Friend Irma* show on CBS Radio and television, but expects to hold the time and put in another show at the end of this season's run. Still undecided is the fate of the half-hour participation on *Your Show of Shows*, Saturdays on NBC-TV and both the Bob Hawk and Vaughn Monroe shows on CBS Radio.

Gillette Co. States Commercial Time Views

HOW much time on the air does an advertiser sponsoring a boxing match expect?

A spokesman for Gillette Co., which sponsored the 2 minute-25 second Marciano-Wolcott battle May 15, told B•T that "there is no guarantee" on the expanse of time, but the advertiser goes into the project with his eyes open and gambles on the length of the fight.

In the Marciano-Wolcott fight, for example, Gillette was prepared to run eight commercials, 50 seconds and less: At the opening and after the first, fourth, seventh, ninth, twelfth, and fourteenth rounds, as well as at the close. Actually, Gillette managed to present two of the potential eight commercials: The opening and closing.

On the other hand, since the fight attracted many newspaper stories afterwards and comics on radio and television have taken to gagging about it, Gillette did get additional promotion in that way.

Maxon Inc., New York, is the agency.

Rainier Brewery Sets Radio-TV Spot Campaign

RADIO and TV command half the advertising budget for Rainier Brewery's new beer, developed for the 75th anniversary of Sicks' Seattle Brewing & Malting Co. Agencies are Miller & Co., Seattle, and Virgil A. Warren Agency, Spokane.

The 13-week campaign in Washington, Idaho and Alaska includes heavy spot schedules on 70 radio stations and all TV outlets in the area.

Stateside radio features a singing commercial recorded by the Four Hits and a Miss in 15-second, 30-second and 1-minute versions. In Alaska, a specially developed 30-second spot is being used on all stations in the Territory. Rainier also is using a six-week series on KOMO Seattle Monday, Wednesday and Friday, 10:20-10:45 p.m.

On television, the account is using special hard-sell announcements ranging from station identification to 75 seconds, plus twenty 20-second food tie-in spots.

JOINT sponsors of the Indianapolis Speedway classic coverage May 30 on KWEM Memphis will be the Bardahl Co. of St. Louis and Memphis and Johnson Auto Co., Ford dealers of West Memphis, Ark. Shown in the Ford "pace" car to be used at the Indianapolis event are Judge J. C. Johnson (at wheel), Johnson Auto president; Bill Hannah, Bardahl Memphis district manager (opposite seat), and Matty Brescia (standing, at mike), KWEM general manager.

FTC, ANA, AAAA Hold 'Exploratory' Meeting

A MEETING described as "exploratory" and which will be followed by other sessions at which "specific subjects" will be discussed was held May 15 in Washington by representatives of the Federal Trade Commission, the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

Those at the FTC-ANA-AAAA session discussed how FTC may consult with advertising men to find how the agency can deal most effectively with prevention of false and misleading advertising, an FTC report said. Dan Murphy, director of FTC's Bureau of Anti-deceptive Practices, presided in the absence of Comr. Stephen J. Spingarn. The meetings, according to FTC, will consider ways of advancing the close liaison between advertising and FTC.

Main divisions into which future talks would be divided are (1) trends and development in the advertising industry; (2) recent decisions, complaints and stipulations by the FTC, and (3) exaggerated advertising claims, particularly those made for new commodities coming on the market.

ANA was represented by Paul West, president; Ward Maurer, board chairman; Ben Donaldson, vice president; Isaac W. Digges, vice president and general counsel; Peter Allport secretary, and Gilbert Weil, counsel. AAAA representatives were August Nelson, senior counsel, and George Link, secretary. FTC members, besides Mr. Murphy, were James A. Horton, director of FTC's Industry Cooperation Bureau; Joseph W. Powers, chief of Investigations, and William H. King, Charles E. Grady and Charles A. Sweeney, assistants. The first FTC-ANA-AAAA meeting was held last March in New York.

BBB Starts 'Operation Cleanup'

LOS ANGELES Better Business Bureau has started "Operation Cleanup" to eliminate "predatory advertisers" and "restore advertising to respectability." The bureau charges racketeers are trying to force fradulent advertising on the public through radio, television and the press. All media are asked to cooperate by Robert Beauer, BBB president, who charges their laxity in policing contributes greatly to the problem.

WGN-Standard Oil Sign For Chicago Bears Games

WGN CHICAGO last week completed negotiations with Standard Oil Co. of Indiana for exclusive 1953 radio coverage of all home and road games of the Chicago Bears professional football team.

The arrangement marks the return of the Bears to WGN, which originally carried the Bears schedule in 1931. Standard has sponsored Bears radio coverage for seven years.

Cone Joins 'Tribune' Panel

FAIRFAX M. CONE, president of Foote, Cone and Belding, and John B. McLaughlin, advertising and sales promotion manager, Kraft Foods Co., Chicago, have been added to the list of panelists for the *Chicago Tribune's* fourth annual Distribution and Advertising Forum in that city May 26-27. They will sit in on a clinic devoted to "Problems and Procedures in Selecting a Sales Theme for a Product." Other participants, including Edgar Kobak, consultant and owner of WTWA Thomson, Ga., were announced previously [B•T, May 18].

Set 'March of Medicine'

SMITH, KLINE & FRENCH LABS, Philadelphia, will sponsor another *March of Medicine* telecast from the annual meeting of the American Medical Assn. in New York on NBC-TV, June 4, 8:30-9 p.m. (EDT). Borden Co. relinquished its contract TV time for its *Treasury Men in Action* show. AMA and Smith, Kline & French disclosed that plans are being formulated for a series of monthly *March of Medicine* programs to be telecast on a network starting next fall.

NEW BUSINESS

Spot

Braun Baking Co., Pittsburgh, assumes co-sponsorship of all games played by Pittsburgh Pirates for remainder of season, as of May 14, on WWSW Pittsburgh, WBVP Beaver Falls, WHJB Greensburg, WCVI Connellsville, WISR Butler and WJPA Washington, all Pennsylvania.

California Farm Bureau Federation, Berkeley, adds five times weekly news program, *The Voice of California Agriculture*, on KFXM San Bernardino, KCBQ San Diego and KDB Santa Barbara. Program, now in third year, is heard on seven California radio stations. Agency: West-Marquis Inc., S. F.

Maier Brewing Co., L. A. (Brew 102), renews saturation spot announcement campaign on KNX KHJ KECA KFI that city and KBIG Avalon, for 52 weeks from week of April 27. Agency: John I. Edwards & Assoc., Hollywood.

Puget Sound Navigation Co. schedules use of six radio stations in Canada and seven in Washington to promote new services of its Black Ball Line. Agency: Beaumont & Hohman, Seattle.

American Machine & Foundry Co., Pinspotters Div., N. Y., to sponsor *Bowling for Fun*, on WXYZ-TV Detroit and WBKB (TV) Chicago, Sat., 7:30-8 p.m., for 13 weeks starting June 27. Agency: Fletcher D. Richards Adv., N. Y.

Network

Sperry Div.-General Mills, S. F. (flour, cereal, formula foods), starts *Sam Hayes News* on 42 ABC Radio Pacific Coast and Mountain stations, Mon. through Fri., 12:30-12:40 p.m. PDT, for 52 weeks from June 1. Agency: Dancer-Fitzgerald-McDougall, S. F.

Frosticks (ice cream on a stick), made by Pioneer Ice Cream Div. of Borden Co., N. Y., assumes sponsorship of *The Rootie Kazootie Club* Mondays, 6-6:15 p.m. EDT on ABC-TV, to point out that product is sold only in stores carrying Borden's, Horton's and Reid's ice cream, not by street vendors. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.

Professional Golfers Assn. and *Life Magazine* co-sponsored coverage of National Golf Day Tournament from Oakmont Country Club, Pittsburgh, and other golf courses over CBS Radio Saturday (May 23), 5-5:30 p.m. EDT, with CBS Radio sports director John Derr as m.c. Agency: Young & Rubicam, N. Y.

Agency Appointments

Jones Sausage Co., Raleigh and Greensboro, N. C., and Danville, Va., **South Carolina National Bank,** 18 cities in S. C., **Tire Distributors Inc.,** Raleigh, and **Heilig-Levine Furniture Co.,** Raleigh, appoint Walter J. Klein Co., Charlotte, N. C. to handle advertising. TV will be used for all accounts.

General Electric Supply Co., Portland, Ore., appoints Simon Co., that city.

J. J. Sugarman Co., L. A. (general business operators), appoints Edwards Agency, that city. Radio-TV will be used.

Winter-Weiss Co., Denver (transportation and agricultural equipment), appoints Don Clair Adv., that city.

Iowa Packing Co., Div. of Swift & Co., Des Moines, appoints Rockett-Lauritzen, L. A. Don Lauritzen is account executive. National radio-TV spot announcement campaign is being scheduled in addition to local TV programming.

Stineway Drug Co., Chicago, appoints Louis

OPENING telecast of Continental Baking Co.'s quarter-hour segment of NBC-TV's *Howdy Doody Show* (Wed. 5:30-45 p.m. EDT) for Hostess Cup Cakes brought these jovial onlookers together (l to r): George H. Frey, NBC vice president and sales director; Ellis C. Baum, CBC vice president; Bob Smith, the "Buffalo Bob" of the show; L. M. Marshall, CBC advertising manager; William J. Fineshriber, vice president and general manager of networks, and John Lanigan, eastern sales division manager, both NBC. CBC also sponsors another segment of the show that day for its Wonder bread.

XUM

IOWA PEOPLE *Work-Play-Live* BY RADIO!

Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Gag-writers' humor to the contrary, we all know that the American housewife is a very hard-working individual. Much as she might like it, there's relatively little time for "chaise longues, bonbons and novels" (or for television, magazines and newspapers). What a *plus* this is for advertisers who use *radio!*

The 1952 Iowa Radio-Television Audience Survey shows that Iowa women use radio 44.6% of all the weekday time they are "at home and awake". 48.8% of this time they are also "working in the home"—cooking, washing dishes, etc., etc. They average 5.75 hours per day listening, as compared with 1.56 hours watching TV, thirty-four minutes reading newspapers, and twenty-three minutes reading magazines!

WHO is the favorite radio station in Iowa — is "heard regularly" by 68.5% of all Iowa families, as compared with 31.9% for Station "B".

Write for your copy of the Survey, today. It's one of the industry's most highly-respected audience analyses. You will find it *intensely* interesting.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Block Adv. Agency to handle its radio advertising.

West Coast Soap Co., Oakland (Powow), appoints Long Adv. Service, S. F.

C. Mondavi & Sons., St. Helena, Calif. (Charles Krug Winery), appoints Jewell Adv. Agency, Oakland.

San Mateo County Bldg. & Loan Assn., Redwood City, Calif., appoints Knollin Adv., S. F.

Levittown, N. Y. (housing development), appoints Adrian Bauer Adv., Phila., to handle advertising. **Frederick Goldman** is account executive.

Sparkling Life Inc., L. A. (lemon-lime soft drink), appoints Abbott Kimball Co., that city. **Hugo Scheibner** is account executive.

Scott Lumber Co., Wheeling, W. Va., appoints Guenther, Brown & Berne Inc., Cincinnati. **Gregory Meier** is account executive.

Acuff-Rose Publications, Nashville, Tenn., appoints The Jay H. Maish Co., Marion, Ohio. **Leston Huntley** is account executive.

Portland Woolen Mills Inc., Portland, appoints Universal Adv. Agency Inc., Hollywood. **G. Mackie Cornwall** is account executive. Radio-TV will be used.

D. P. Bushnell & Co., Pasadena (mfrs. binoculars), appoints Hixson & Jorgensen Inc., L. A. **C. B. Hosking** is account executive.

Consolidated Sewing Machine & Supply Co., L. A. (western distributors for Viking Sewing Machines), and **Jerant Co.,** that city (Formula 21 lanolin compound), appoint Yambert- Prochnow Inc., Beverly Hills. Former will use radio. Latter has scheduled spot announcements on KTTV (TV) and KNBH (TV) Hollywood with more TV to be added later.

Mirror Bright Polish Co., Pasadena, appoints Edwards Agency, L. A. **Edward L. Koblitz** is account executive.

Donaldson Baking Co., Scioto Sales Inc., Ohio Bankers Assn., Watson Motor Rebuilders, Stim-U.-Plant Labs, Ideco Div. of Dresser-Stacey Co., all of Columbus, appoint Harry M. Miller Inc.

Shorts

W. B. Doner & Co. opens new offices at 2051 West Wisconsin Ave., Milwaukee.

Sidney Garfield & Assoc., S.F., moves to 26 O'Farrell St.

Holst & Cummings & Myers Ltd., Honolulu, elected to membership in American Assn. of Adv. Agencies.

Charles N. Stahl Adv. Agency, L. A., moves to 1575 Crossroads of the World, Hollywood. Telephone is Hudson 2-7344.

Foltz-Wessinger Inc., Lancaster, Pa., elected to membership in American Assn. of Adv. Agencies.

Hansen-Tipton Co., San Carlos, Calif., moves to 436 Waverly St., Palo Alto. Telephone is Davenport 5-6911.

ROCKHILL OFFERS STOCK, FINANCES FILM

The firm is letting out 149,000 shares at $2 per in a move primarily designed to place the "Tom Corbett, Space Cadet" series on film for syndication.

IN AN UNUSUAL financing move, Rockhill Productions Inc. is planning to offer for public sale 149,000 shares of common stock at $2 per share. A spokesman said Thursday filing of proposed financing has been made with Securities & Exchange Commission.

Stanley Wolf, Rockhill president, said funds will be used primarily to place the company's *Tom Corbett, Space Cadet* series on films for syndication use. He noted that the money raised would represent less than 25% of the company's capitalization. Mr. Wolf expressed confidence in the film project, pointing out that Rockhill's financial position has been strengthened gradually in the past ten years, with gross increase rising from $26,000 in 1943 to approximately $1 million last year. He added that about $10,000 a month accrues to Rockhill from merchandising tie-ups on the *Space Cadet* series. The investment banking firm of Mortimer B. Burnside & Co., New York, will serve as underwriters.

Starting Aug. 29, *Space Cadet* will be carried on DuMont TV Network, Sat., 11:30 a.m.-12 noon (EDT), under sponsorship of International Shoe Co., St. Louis. Program was carried on ABC-TV until last October with Kellogg Co., Battle Creek, as sponsor.

MCA-TV Appoints Three New Regional Mgrs.

APPOINTMENT of three new regional managers by MCA-TV Ltd. in line with its expanding TV film operations was announced last week by David Sutton, vice president in charge of sales.

Kirk Torney, MCA San Francisco office executive, has been named eastern sales manager with headquarters in New York. New midwestern sales manager is Raoul Kent, who will operate out of Chicago. Bob Greenberg has been appointed western sales manager with headquarters in Beverly Hills.

MCA-TV properties include the *Abbott and Costello* series, George Raft's *I Am The Law* films, *Famous Playhouse* programs, along with the newly-acquired *Man Against Crime* shows, starring Ralph Bellamy, which have been retitled *Follow That Man*. The latter series, according to Mr. Sutton, is being distributed first run in some 40 established and new TV markets.

Films for Stockholders

USE of films by large corporations to present their annual reports to stockholders and to keep them informed of other company activities was recommended last week by George F. Foley, president of George F. Foley Inc., New York, TV and film producing firm. He noted that annual reports also might be shown on television as "an important aid" on "plant city" video stations and in general community relations projects. He added that the films could be distributed to many national and community organizations and to company suppliers, subcontractors, dealers and customers, to describe company plans.

IMPPA Offers Unions Cut Of Take from Old Films

IN AN EFFORT to solve complexities involved through sale of old theatrical movies to TV and to standardize various existing formulas, the Independent Motion Picture Producers Assn. is offering unions, as a group, a flat 5% of all revenue derived from such deals, with money to go into an industry-wide pension pool for Hollywood workers.

Under a plan proposed by IMPPA President Steve Broidy, who also is Allied Artists President, producers Jack Broder and Robert L. Lippert, the various unions and guilds involved would determine distribution of the money.

Although the three-man committee would not comment on their meeting with union executives, it was pointed out that the exhorbitant repayment demands being made by the various crafts and guilds are preventing producers from selling old products.

Several crafts and guilds, including Screen Directors Guild, are currently negotiating a repayment plan for films released to video. AFM, about two years ago, started imposing its 5% welfare fund formula on old movies sold to TV and President James C. Petrillo has blocked every move to rescind it.

20th Century-Fox Meet Bypasses Film Release to TV

FURTHER information on the availability of 20th Century-Fox motion pictures for television use was not disclosed at the company's annual meeting in New York last week although the annual report issued on April 14 highlighted this plan [B•T, April 20].

At that time, Spyros P. Skouras, president, advised stockholders that the advent of Cinemascope and other new techniques would result in a demand for "pictures of that type," and he added that it was "therefore likely that older pictures would then be made available for television."

Mr. Skouras later was quoted as saying, in amplification, that the company's library of about 900 films would be sold to television in "three to four years from now, maybe a little earlier." He said the company would take this step when current films are "obsolete" and "not until there are 700 or 800 stations on the air." The question was not brought up at the stockholders meeting.

Howard Productions Sets Expansion Into TV Film

EXPANSION of Sandy Howard Productions, New York, independent radio and TV packaging firm, into operations in the TV film, personal management and theatre show fields was announced last week.

In the TV film field, Mr. Howard has set up Howard Pictures Inc., which will produce its first series of films to dramatize nature in the fall. His theatre show enterprise will consist of well-known personalities appearing at six non-competing theatre chains. In the management field, Mr. Howard said he is completing negotiations with four radio and TV performers.

Mr. Howard said his firm also will take over production of another live television show, starting next month. Sandy Howard Productions currently produces the Ray Heatherton *Merry Mailman* show on WOR-TV New York.

Giant Study!

His pencil was a trimmed pine tree. His slate, the side of a quarry. With these implements, Paul Bunyan (they say) soon became an expert at figures, and also learned "all the history worth knowing."

Today, practically all the history worth knowing can be found in the recent SAMS* study, which reveals that WCCO Radio—the Northwest's 50,000-watt giant—reaches far more people than any other Northwest station . . . and does so at a lilliputian cost-per-thousand circulation. As a matter of fact, *no other station throughout our entire 109-county primary area can match—few can even approach—WCCO Radio's low cost-per-thousand, day or night.*

Our salesmen aren't as handy with a pine tree as Bunyan was, but they're all good at figures. Let us show you how WCCO Radio's biggest-circulation-at-lowest-cost can add up to giant Northwest sales for you.

Minneapolis-St. Paul

WCCO RADIO

Represented by
CBS Radio Spot Sales

*Standard Audit and Measurement Services, 1952

Film Sales

John Guedel Productions, Hollywood, through **CBS-TV Film Sales,** announces the sale of *Linkletter and the Kids*, quarter-hour TV film series, in nine markets. They are KTTV (TV) Hollywood **(Barbara Ann Bread),** starting June 1; KPIX (TV) San Francisco **(Riviera Foods),** June 11; KTYL-TV Phoenix **(Goldwater's Dept. Store),** June 21; KBTV (TV) Denver **(Meadowgold Dairies);** KPTV (TV) Portland **(Fred Meyer's Stores);** WFBM-TV Indianapolis **(Rusco Aluminum Sidings);** KMJ-TV Fresno; KVEC-TV San Luis Obispo, and KAFY-TV Bakersfield. **Maxwell Shane** was producer on the 39 completed films.

•

WGN-TV Chicago last week announced it has obtained exclusive first-run TV rights to some 73 full-length motion pictures for showing this summer and fall. The contracts cover pictures obtained from **Atlantic Television, Unity Television Corp.** and **Tele-pictures Inc.,** according to **Elizabeth Bain,** WGN-TV film director.

Features from Atlantic have been bought by **Jim Moran** for showing on his *Courtesy Television Theatre* next fall. Agency is **Malcolm-Howard Adv.** The Unity contract includes 21 features and the pact with Tele-pictures covers 46 full-length films. WGN-TV earlier had signed an agreement with the latter for previously released films.

•

Consolidated Television Sales last week announced it has sold its *Public Prosecutor* filmed series to **WDTV (TV)** Pittsburgh, **WOAI-TV** San Antonio, **WKNB-TV** New Britain, **KDUB-TV** Lubbock, **KFEL-TV** Denver, and **KECA-TV** Los Angeles.

Other sales completed by the firm were *Hollywood Half Hour* to **WXYZ-TV** Detroit, **WSBT (TV)** South Bend, **WOAI-TV** San Antonio, and **KECA-TV** Los Angeles; *Ringside With the Rasslers*, **XETV (TV)** Tiajuana, Mexico, and **WBAY-TV** Green Bay, Wis., and *Front Page Detective*, to **WHAM-TV** Rochester and **WOAI-TV** San Antonio.

•

KTTV (TV) Hollywood has leased 32 *Felix the Cat* cartoons from **Official Films Inc.** for showing on *Cartoon Time with Sheriff John*, with options on further strips in the same series. Deal was negotiated by **Dale Sheets,** station film editor, and **Herman Rush,** sales manager for Official.

•

KFMB-TV San Diego and **WICU (TV)** Erie started second runs of *Little Theatre*, quarter-hour TV series filmed by **TeeVee Co.,** Beverly Hills, May 26 and June 8, respectively, for 52 weeks.

Production

The pilot film in NBC-TV *Carolyn*, half-hour series starring **Celeste Holm,** has been completed at RKO Pathe Studios, Culver City, by producer-director **Robert Florey.** A situation comedy, the plot deals with a Broadway stage star whose life is complicated by three small children left to her by a friend. **George Nader** provides romantic interest as the star's agent. Radio writer **Jean Holloway** is set to write scripts for the series. Print of first program is in New York for viewing by agency executives.

•

William Boyd Productions is in production on 14 half-hour films in NBC-TV *Hopalong Cassidy* series, on location at Newhall, Calif. **George Archainbaud** is directing the programs which star Mr. Boyd and feature **Edgar Buchanan.**

•

A half-hour pilot film in *Ben Blue, Esq.*, TV series, packaged by **William Morris Agency** for probable syndication by **NBC-TV,** has been completed at RKO Pathe Studios, Culver City. Straight-line comedy, accenting Mr. Blue's pantomime, is scheduled for fall release. **Ernest Glucksman,** producer on NBC-TV *Colgate Comedy Hour*, and **Les Goodwins,** director on NBC-TV *My Hero*, are acting in same respective capacities.

•

Circle Film Labs Inc., New York, will produce a film revealing attempts made by the **Pan American Broadcasting Co.** on behalf of the **Lutheran Church-Missouri Synod** to pierce Communist-dominated countries, as well as other missionary efforts of that sect. The film, titled "Bring Christ to the Nations," is supervised by **Leo Shore** of Pan American Broadcasting. Editing the footage for Circle Film is **Joseph Salzburg.**

Fantastic

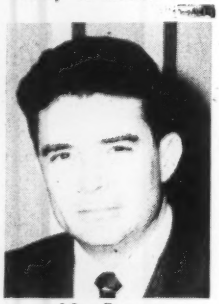
FANTASTIC is the word for television, according to Adolph Menjou, star of Ziv TV series, *Favorite Story*. During his visit to New York last week, Mr. Menjou reported, people stopped to question him about his programs. Declaring that "people never were excited enough about my pictures to argue about them," he added: "Cab drivers, barbers, tailors, headwaiters—they all feel that because of the intimacy of television, they want to talk about it. . . . This is the sort of thing that could never happen in the movies."

Availabilities

NBC Film Division is offering for local and regional sponsorship a series of 26 15-minute programs titled *Watch the World* which covers the arts and sciences plus sports travel and personalities. Produced under the supervision of **George Wallach** the series will present narrators including **Don Goddard, Kenneth Banghart, Bob Wilson** and **Radcliffe Hall.**

•

WBAP-TV Forth Worth, Tex., is filming its weekly 15-minute *Facts Forum* and announces that the series is available for telecasting in ten television markets. The *Forum* moderator, **Dan Smoot,** a former Harvard and SMU instructor and FBI agent, presents both sides of important social, political and economic issues, according to WBAP-TV. The **Farm & Home Savings & Loan Assn.** of Fort Worth and Dallas sponsors the program on WBAP-TV.



Mr. Smoot

Random Shots

TV Art Productions, a studio that will specialize in producing special slides for television advertisers and TV stations, has been formed in St. Louis. Principals include **Daniel Bishop,** editorial cartoonist with *St. Louis Star-Times* until it ceased publication, who will handle cartooning, animation and musical commercials; **William Hunn,** commercial artist who will handle visualizing and production, and **Evelyn Ortlepp,** muralist, magazine illustrator and designer who will handle designing and research. Specialty of the new studio will be 35 mm glass slides, balops and art for live cameras and other TV art. The studio's address is 119 North Seventh St., St. Louis 1, Mo. Telephone: Central 4757.

•

Wayne-Fellows Productions, Hollywood, is including clauses in all new contracts with motion picture actors, covering TV appearances to promote firm's motion picture productions. TV campaigns are being scheduled to promote "Island in the Sky," to be released by Warner Bros. in September, and "Plunder of the Sun."

•

Olympus Film Productions Inc. (formerly Bert Johnston Productions), Cincinnati, has completed "America Eats Out," a film about dining in restaurants produced for the National Restaurant Assn. and two restaurant trade publications. Olympus is a recently-acquired subsidiary of the **Crosley Broadcasting Corp.** (WLWT [TV] Cincinnati, WLWC [TV] Columbus, Ohio, WLWD [TV] Dayton, WLWA [TV] Atlanta, WLW Cincinnati and WINS New York).

Film People

Martin Stone, general counsel for Houston-Fearless Corp., also has been elected executive vice president of **Donlevy Development Corp.,** producer of *Dangerous Assignment* for NBC-TV syndication, which has 9 half-hour films completed in *What's Your Hobby* and reports it is building TV film libraries to meet various budget requirements of stations.

•

Gerald Mayer, director on *Ethel Barrymore Theatre* for Interstate Television Corp., Hollywood, en route to Tel Aviv to direct a TV film series for **Montgomery Ford Productions,** starring **William** and **Maria Riva.**

•

Maury Baker, radio-TV director, BBDO, San Francisco, to **MCA-TV Ltd.,** that city, as film division representative under manager **Don Mulford.**

•

Bob Carroll, New York state sales manager, Ziv TV Programs Inc., joins **United Television Programs Inc.,** as representative in the same territory and northern New England.

•

Stacy O'Brien, assistant plant supervisor, Paramount Labs., Hollywood, joins **General Film Laboratories Corp.,** that city, in same capacity.

•

Irving Leeds, Hollywood publicist, formerly associated with Films Inc., New York, joins **Louis Weiss & Co.,** Los Angeles, as Western sales manager.

•

Harry W. McMahan, president of **Five Star Productions,** Hollywood, will be in Chicago until June 1 developing special psychological research on television commercials.

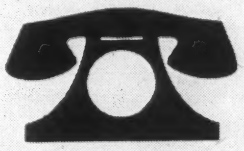
Look PHOTOQUIZ*

*Reg U S. Pat. Off. by Cowles Magazines, Inc.

TV's HOTTEST New TELEPHONE QUIZ

12 MARKETS SOLD THE FIRST TWO WEEKS GOING LIKE WILDFIRE ...Hurry, Stake Out Your Claim Before the Sellout!

A 15-minute, 5 day-a-week Winner Guaranteed to BUILD BIG AUDIENCES and SKYROCKET SALES!



Here's the greatest, sure-fire business-getter ever devised... the only telephone quiz show with the terrific natural merchandising and exploitation boost of a promotional tie-in with LOOK Magazine!

LOOK'S PHOTOQUIZ is one of the most widely followed features in the world. Now the editors of TELENEWS have faithfully captured its tremendous appeal in this brand new 15-minute, 5-day-a-week TV program.

LOOK'S TV PHOTOQUIZ is the easiest-to-handle show you've ever seen... completely ready to use, with both voice and music on film. No complicated synchronization or cueing problems of any kind! Opening and closing films are made to order with sponsor's name right on the film.

HERE'S HOW IT WORKS: Film is shown, announcer makes phone call, asks question. Contestant wins jackpot or another award is added for the next call.

It all adds up to the most exciting, greatest sales making telephone quiz yet devised!

Here's The Sure-Fire Formula:

1. ENTERTAINMENT. Unusual eye-appeal plus expertly phrased questions create dramatic suspense and curiosity that hold all types of viewers.

2. AWARDS. Don't underestimate the lure of a big money jackpot that pyramids daily. Everyone loves to win or see another get a pile of dough.

3. MERCHANDISING HOOK. Simply announce that answers to this week's PhotoQuiz are posted in sponsor's place of business. Then watch the crowds come in!

4. SPONSOR IDENTIFICATION. Besides the 3 regular commercials there are 15 to 20 "painless" mentions of sponsor's name throughout the show.

5. RATINGS. "Can't-miss" elements above assure "out-of-this-world" ratings. AND our National Exploitation includes: LOOK Placards on newsstands, panel posters on LOOK trucks!

IT'S THE BIGGEST BARGAIN IN TELEVISION TODAY!

Phone, Wire or Write
UTP
Now For Price and Availability Details

NEW YORK
444 Madison Ave. PL. 3-4620
CHICAGO
360 N. Michigan Ave. CE. 6-0041
HOLLYWOOD
California Studios, 650 N. Bronson Ave.
HO. 9-8321

UNITED TELEVISION PROGRAMS Inc.

MORE ADVERTISERS SPEND LESS IN AM NETWORK

PIB data shows that the first three months of this year are slightly under the totals for the same period in 1952. However, this year's number of advertisers is 184, as against 175 sponsors for the first quarter of '52.

IN the first quarter of 1953 a total of 184 advertisers purchased $41,163,628 worth of national radio network time (at gross rates), according to data compiled by Publishers Information Bureau. On the average, each advertiser spent, before discounts, $223,715.37 for network time during the three months.

During the like period of 1952 the nationwide radio networks sold $42,600,798 worth of time (gross) to 175 sponsors, for an average of $243,433.13 each.

Comparison, then, shows that more advertisers used the national radio networks in the January-March period of this year than of last, but that on the average they spent almost $20,000 less apiece for this radio network time, at gross rates, than a year ago. Network radio's gross for the first quarter of this year was down 3.4% from that of the like period a year ago, but that trend was reversed in March, when the gross time sales totaled $14,626,103, a gain of 0.7% over the March 1952 gross of $14,520,393.

Procter & Gamble in March maintained its leadership among purchasers of radio network time and its solo spot as only advertiser to buy more than $1 million worth during the month. Of the ten leaders (Table I), the first nine were also among the top ten for March 1952, with tenth-place Gillette Co. the only newcomer, replacing Phillip Morris Co., which ranked ninth in March a year ago.

Table II, listing the leading advertiser for each group of products or services advertised on network radio, lists 25 companies, of which 16 were also on the March 1952 list [B•T, June 9, 1952]. Table III, reporting gross time purchases of advertisers by product groups, with March and January-March of this year compared with last, shows no change in the five ranking classes, nor in their order, foods standing first, toiletries second, drugs third, smoking materials fourth and soaps fifth in March and the first quarter of both years.

* * *

TABLE I

Top Ten Radio Network Advertisers in March 1953

1.	Procter & Gamble Co.	$1,279,062
2.	General Foods Corp.	636,457
3.	Miles Labs.	616,525
4.	General Mills	551,496
5.	Sterling Drug	540,281
6.	Colgate-Palmolive-Peet Co.	477,078
7.	American Home Products Corp.	476,284
8.	Lever Brothers Co.	431,960
9.	Liggett & Myers Tobacco Co.	427,277
10.	Gillette Co.	381,052

* * *

Scatter Your Spots

IF YOU want to reach the maximum number of homes with your radio spots, scatter them.

A recent Nielsen study in the New York area showed that a strip of five spots reached a cumulative weekly audience of 7.7% of all radio homes. Putting them on at a different time each day increased the total to 12.1% and when they were also scattered among three stations the cumulative total rose to 15.2% (although scattering reduced the number of impacts per home).

"Real startler in the study," comments the Nielsen report, "was that scattered radio schedule brought a higher rating within TV homes (11.5%) than the strip did in non-TV homes (11.2%)."

Advertising Measurement Explained in Booklet

A BOOKLET explaining how the influence of advertising can be measured accurately is being distributed by A. J. Wood & Co. The material is based upon eight years' findings of Wood research specialists.

Wood & Co. advocates the use of two standards as measuring rods: First, comparing advertising for one brand against that of competing brands; second, comparing the indices obtained by the methods with results which the firm has compiled over the period since 1945.

BAB Releases Auto Study

A STUDY showing how many automobiles are in use at all times of the day is being released now by Broadcast Advertising Bureau. One conclusion: 78% of all automobiles in metropolitan areas are in use some time every day, Monday through Friday. Entitled "Listeners on Wheels—Pilot Study on Automobile Use," the booklet also notes how many people occupy those cars, by hours of the day.

TABLE II

Gross Radio Network Advertisers by Product Groups for March 1953

Agricultural, Equip. & Access.	Allis-Chalmers Mfg. Co.	$ 34,713	Industrial Materails	U. S. Steel Corp.	124,280
Apparel, Footwear & Access.	Knomark Mfg. Co.	47,241	Insurance	Prudential Insurance Co. of America	73,468
Automotive, Auto. Access. & Equip.	Willys-Overland Motors	106,305	Jewelry, Optical Goods & Cameras	Gruen Watch Co.	60,300
Beer, Wine & Liquor	Wine Corp. of America	100,123	Office Equipment, Stationery & Writing Supplies	Hall Brothers	83,347
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	71,176	Publishing & Media	First Church of Christ Scientist	19,050
Confectionery & Soft Drinks	William Wrigley Jr. Co.	146,303	Radios, TV Sets, Phonographs, etc.	RCA	113,547
Consumer Services	American Tel & Tel	78,530	Retail & Direct Mail	Dr. Hiss Shoe Stores	1,236
Drugs & Remedies	Miles Labs.	616,525	Smoking Materials	Liggett & Myers Tobacco Co.	427,277
Food & Food Products	General Food Corp.	627,781	Soaps, Cleansers & Polishes	Procter & Gamble Co.	730,030
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	103,014	Toiletries & Toilet Goods	Procter & Gamble Co.	470,137
Horticulture	Ferry-Morse Seed Co.	22,148	Transportation, Travel & Resorts	Assn. of American Railroads	79,205
Household Equipment & Supplies	Philco Corp.	122,316	Miscellaneous	American Federation of Labor	103,460
Household Furnishings	Owens-Corning Fiberglass Corp.	65,791			

* * *

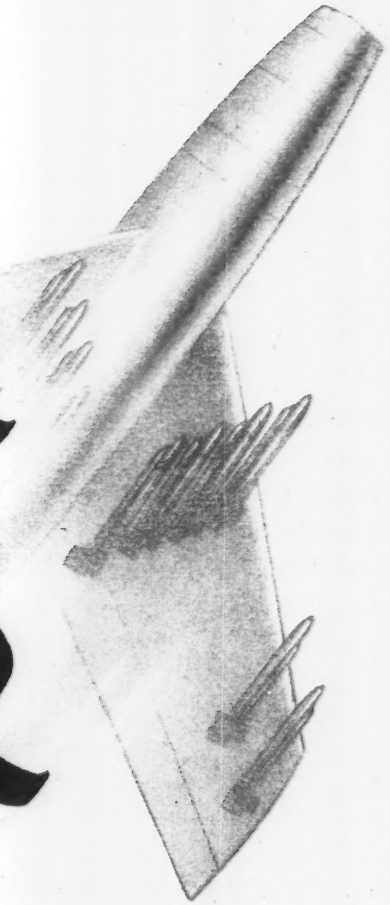
TABLE III

Gross Radio Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952

	March 1953	Jan.-March 1953	March 1952	Jan.-March 1952
Agricultural, Equip. & Access.	$ 111,591	$ 319,634	$ 74,958	$ 194,984
Apparel, Footwear & Access.	130,385	297,186	34,524	81,334
Automotive, Auto. Equip. & Access.	519,902	1,514,541	328,930	1,011,085
Beer, Wine & Liquor	178,406	395,556	252,570	659,209
Bldg. Materials, Equip. & Fixtures	81,777	218,411	92,274	230,620
Confectionery & Soft Drinks	251,480	727,849	557,025	1,645,521
Consumer Services	228,125	635,048	207,759	607,954
Drugs & Remedies	2,082,664	5,561,332	1,935,406	5,594,148
Food & Food Products	3,292,026	9,503,386	3,305,369	9,925,948
Gasoline, Lubricants & Other Fuels	454,087	1,308,825	492,929	1,414,016
Horticulture	22,148	29,170	27,585	38,619
Household Equip. & Supplies	598,562	1,795,479	326,142	1,007,551
Household Furnishings	175,025	554,887	104,832	311,474
Industrial Materials	186,373	483,503	285,170	704,578
Insurance	167,234	472,248	290,209	875,621
Jewelry, Optical Goods & Cameras	127,120	284,927	114,780	297,840
Office Equip., Stationery & Writing Supplies	83,347	216,507	65,984	213,093
Political				704
Publishing & Media	19,050	50,352	63,783	197,670
Radios, TV Sets, Phonographs, Musical Instruments & Access.	247,447	703,553	190,898	418,691
Retail Stores & Direct Mail	1,236	3,708	3,360	5,646
Smoking Materials	1,462,776	4,049,165	1,631,607	4,993,210
Soaps, Cleansers & Polishes	1,323,736	3,633,185	1,558,409	4,632,785
Toiletries & Toilet Goods	2,319,847	6,899,461	2,013,407	6,038,991
Transportation, Travel & Resorts	79,205	205,597	100,117	282,734
Miscellaneous	487,554	1,300,118	462,366	1,216,765
TOTALS:	$14,626,103	$41,163,628	$14,520,393	$42,600,798

Source: Publisher's Information Bureau

POWER
POWER
POWER



NOW 250,000 WATTS!
SOON 316,000

Power Counts! For full coverage of the Queen City trading area "people in the know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Top Ratings because of CBS and Local Programming.

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Kenneth W. Church
Vice President and National Sales Manager Radio Cincinnati

WKRC-TV
Channel 12

CBS TELEVISION NETWORK—REPRESENTED BY THE KATZ AGENCY

Reflex action is the dependable source of repeat sales. In the billion dollar Greater Indianapolis Market, one tap on WFBM-TV is worth the legwork required to visit 342,000 TV homes.

WFBM-TV

INDIANAPOLIS
CHANNEL 6
REPRESENTED NATIONALLY BY THE KATZ AGENCY

Affiliated with **WFBM (AM)**: **WEOA**, Evansville; **WFDF**, Flint; **WOOD (AM & TV)** Grand Rapids

CBS-TV Researchers Count U. S. TV Sets by Counties

COMBINING data from the U. S. Census of April 1, 1950, and Nielsen Coverage Service study of May 23, 1952, with length of TV program service in each area, CBS-TV researchers have calculated TV set ownership in each U. S. county as of May 1, 1953.

Results are presented in a 48-page booklet titled "U. S. Television Ownership by Counties," mailed last week to national advertisers and their agencies, Oscar Katz, CBS-TV director of research, announced Wednesday. This is the first time such information has been presented on a current basis, he said.

New York State has the greatest set-ownership, with 3,641,900 TV receivers as of May 1, CBS estimates. California ranks second, with 2,542,530, and Pennsylvania third, with 2,048,950.

Breaking the country up into geographic areas, the CBS data show 1,862,450 sets in New England 7,025,200 in Middle Atlantic States; 5,895,460 in East North Central States; 1,454,350 in West North Central States; 2,287,280 in South Atlantic States; 766,240 in East South Central States; 1,054,550 in West South Central States; 305,100 in Mountain States and 2,931,610 in the Pacific States, to make the national total of more than 23 million.

TELESTATUS®

Weekly TV Set Summary—May 25, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use in U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	26,434	.....
Altoona	WFBG-TV	174,469	.....
Amarillo	KGNC-TV, KFDA	25,073	.....
Ames	WOI-TV	131,964	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Atlantic City	WFPG-TV	47,566	10,056
Austin	KTBC-TV	28,010	.....
Baltimore	WAAM, WBAL-TV, WMAR-TV	478,994	.....
Bangor	WABI-TV	18,685	.....
Baton Rouge	WAFB-TV	.....	18,000
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	104,300	.....
Birmingham	WAFM-TV, WBRC-TV	157,000	.....
Bloomington	WTTV	225,000	.....
Boston	WBZ-TV, WNAC-TV	1,053,837	.....
Bridgeport	WICC-TV	.....	11,031
Buffalo	WBEN-TV	349,902	.....
Charlotte	WBTV	325,490	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,510,000	.....
Cincinnati	WCPO-TV, WKRC-TV WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	761,187	.....
Colorado Springs	KKTV	19,869	.....
Columbia	WCOS-TV	.....	.....
Columbus	WBNS-TV, WLWC, WTVN	287,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	272,000	.....
Davenport	WOC-TV	203,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Dayton	WHIO-TV, WLWD	278,000	
Denver	KFEL-TV, KBTV	150,362	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	26,226	.....
Erie	WICU	185,500	.....
Ft. Lauderdale	WFTL-TV	.....	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	272,000	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	237,643	.....
Green Bay	WBAY-TV	.....	.....
Greensboro	WFMY-TV	167,419	.....
Harrisburg	WHP-TV	.....	35,000
Holyoke	WHYN-TV	215,000	.....
Honolulu	KGMB-TV	19,000	.....
Houston	KPRC-TV	242,450	.....
Huntington-Charleston	WSAZ-TV	192,772	.....
Indianapolis	WFBM-TV	342,000	.....
Jackson	WJTV	.....	15,665
Jacksonville	WMBR-TV	112,000	.....
Johnstown	WJAC-TV	658,843	.....
Kalamazoo	WKZO-TV	295,000	.....
Kansas City	WDAF-TV	294,467	.....
Lancaster	WGAL-TV	221,922	.....
Lansing	WJIM-TV	176,912	.....
Lawton	KSWO-TV	25,000	.....
Lima	WLOK-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Little Rock	KRTV	.....	30,000
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,579,375	.....
Louisville	WAVE-TV, WHAS-TV	240,828	.....
Lubbock, Tex.	KDUB-TV	24,843	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	205,656	.....
Miami	WTVJ	178,500	.....
Milwaukee	WTMJ-TV	433,649	.....
Minn.-St. Paul	KSTP-TV, WCCO-TV	366,400	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Montgomery	WCOV-TV	.....	4,000
Muncie	WLBC-TV	.....	.....
Nashville	WSM-TV	115,052	.....
New Britain	WKNB-TV	.....	61,789
New Castle	WKST-TV	.....	35,573
New Haven	WNHC-TV	354,000	.....
New Orleans	WDSU-TV	182,111	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,450,000	.....
Norfolk-Portsmouth-Newport News	WTAR-TV	171,058	.....
Oklahoma City	WKY-TV	205,765	.....
Omaha	KMTV, WOW-TV	186,460	.....
Peoria	WEEK-TV	.....	37,530
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,233,000	.....
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Pittsburgh	WDTV	641,000	.....
Portland, Ore.	KPTV	.....	93,142
Providence	WJAR-TV	1,016,600	.....
Pueblo	KDZA-TV	18,000	.....
Reading	WHUM-TV	.....	84,748
	WEEU-TV	.....	.....
Richmond	WTVR	167,142	.....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	180,000	.....
Rockford	WTVO	.....	18,753
Rock Island	WHBF-TV	203,000	.....
	Quad Cities Include Davenport, Moline, Rock Is., E. Moline		
Saginaw-Bay City-Midland	WKNX-TV	.....	30,050
St. Louis	KSD-TV	502,000	.....
Salt Lake City	KDYL-TV, KSL-TV	124,600	.....
San Antonio	KEYL, WOAI-TV	141,058	.....
San Diego	KFMB-TV	179,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	586,160	.....
Schenectady-Albany-Troy	WRGB	269,400	.....
Seattle-Tacoma	KING-TV, KTNT-TV	263,000	.....
Sioux City	KVTV	41,284	.....
Sioux Falls	KELO-TV	29,000	.....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	19,784	.....
Syracuse	WHEN, WSYR-TV	218,907	.....
Tacoma-Seattle	KTNT-TV, KING-TV	263,000	.....
Tijuana (Mexico) San Diego	XETV	205,176	.....
Toledo	WSPD-TV	225,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	144,460	.....
Utica-Rome	WKTV	93,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	.....
Wilkes-Barre	WBRE-TV	.....	75,000
Wilmington	WDEL-TV	136,897	.....
York	WSBA-TV	.....	54,67[illegible]
Youngstown	WFMI-TV, WKBN-TV	.....	35,50[illegible]

Total Stations on Air 169*. Total Markets on Air 115*

* Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico.

Total Sets in Use 23,590,855

FUSTEST WITH THE MOSTEST

...thats Florida's WTVJ

Where These National Spot Advertisers Sell Their Products Through DAYTIME TELEVISION

American Cyanamid Co.
American Chicle Co.
Armour & Company
Atlantis Sales
Avoset
B. C. Headache Powders
B. F. Trappey & Sons
B. T. Babbit Company
Best Foods
Blue Plate Foods
Brown & Williamson
Burnett's Instant Pudding
Butoni Products
Calgon
Cat's Paw
Cities Service
Copeland Sausage Co.
R. B. Davis Company
Doanes Pills
Drackett Company
Eastco
Ella Bashe
Elroy Naval Stores
Fuchs Baking Co.
General Foods
Gordon Potato Chips
Helena Rubenstein Cosmetics
Hudson Paper & Pulp Co.
Keebler & Wyl Baking Co.
Kellogg Company
Klix Dog Candy
Kretschmer Wheat Germ Health Foods
Land O'Lakes Creameries
McCormick & Co. Spices
Miles Laboratories
Norris Candies
Northern Paper Mills
Nylast
Oakite
Proctor & Gamble
Pillsbury
Plough, Inc.
Pream
Quaker Oats
Rapidol
Revlon Products
Reynolds Metals
Royal Desserts
Shell Petroleum Products
S.O.S. Company
Standard Brands
Swansdown Company
Swift & Company
TV Time Popcorn
Ullman Company
Uncle Ben's Rice
Van Camp
V. Viviano Brothers
Whirlwin Indoor Antennas
Wilson & Company

It's an amazing South Florida Sales Story. Call Your Free and Peters Colonel Today.

CHANNEL 4 WTVJ MIAMI

JAN.-MARCH TV NETWORK TIME SALES TOTAL MORE THAN $51½ MILLIONS

Although the PIB first quarter figures show a decrease in total number of TV network sponsors, nevertheless total billings are ahead of the same period for last year.

TIME sales of the TV networks continue to mount, according to the records of Publishers Information Bureau, which show that during the first three months of 1953 a total of 168 advertisers purchased $51,693,476 worth of time on the video networks (at one-time rates, before discounts of any kind). Sum is 13.2% ahead of the $45,721,135 spent for TV network time in the first quarter of 1952, although the number of TV network clients in the opening quarter of 1953 did not come up to the 183 who used this medium in the same period of 1952.

Acceleration of TV network business rose as the year progressed, PIB data show, with March of this year running 16.9% ahead of last March—$18,509,328 against $15,835,973—compared with the 13.2% increase for the quarter. Neither figure, however, can compare with the 73% increase in gross billings occurring between the first quarter of 1951 and that of 1952.

Procter & Gamble Co. was the number one TV network client in March and the only advertiser to buy more than $1 million worth of time in this medium. Other leaders (Table I) are identical with those which comprised the top ten TV network advertisers in March 1952, with one exception—General Motors Corp., in ninth place this March, replaced Kellogg Co., which ranked eighth the year before.

Table II, showing the leading advertiser in each class of business advertised on network television, shows 13 firms heading their groups which were also in that position in March 1952. Table III, reporting total gross time purchases of each group of advertisers for March and the first quarter, 1953 compared with 1952, shows a like consistency from last year to this: Food advertising ranged first, tobacco second, toilet goods third, soaps fourth and household equipment fifth in March and the first quarter of 1953. Food, tobacco, toiletries and soaps likewise stood one-two-three-four in March and January-March 1952, but in that month and quarter automotive products were the fifth most advertised on the TV networks.

* * *

TABLE I
Top Ten TV Network Advertisers in March 1953

1.	Procter & Gamble Co.	$1,481,348
2.	Colgate-Palmolive-Peet Co.	799,742
3.	R. J. Reynolds Tobacco Co.	718,468
4.	American Tobacco Co.	597,423
5.	Lever Brothers Co.	571,599
6.	General Foods Corp.	549,060
7.	General Mills	446,210
8.	Liggett & Myers Tobacco Co.	419,930
9.	General Motors Corp.	419,510
10.	P. Lorillard Co.	415,096

* * *

Cosmetics Sales Up

RETAIL sales of perfumes, cosmetics and toiletries, not including toilet soaps, passed the billion-dollar mark in 1952, according to an estimate of Toilet Goods Assn., which calculated the 1952 gross at $1,004 million in 1952 compared with $912.8 million in 1951.

Radio Spot Formula

BAB report distributed recently points out that more than one-half of all the families in the top three TV markets—New York, Chicago, and Los Angeles—can be reached three times each by an advertiser using a one week schedule of three spot announcements a day on each of two radio stations in those markets. Developed from Audimeter reports of the A. C. Nielsen Co., the four-page presentation is the fourth in a BAB series on the cumulative audience of radio advertising. It is titled "The Cumulative Audience of 21 Radio Spots Per Week . . . in Major TV Markets."

Would Pay to View, Purdue Survey Says

SURVEY conducted by the Purdue U. Opinion Panel showed that 65% of replies to a post card mailing indicated willingness to pay $1 to see a championship fight on home receivers by subscription TV. The survey was sponsored by Zenith Radio Corp., it was understood [CLOSED CIRCUIT, May 18], though Zenith was not formally identified with the project.

Dr. H. H. Remmers, Purdue, said more than 23,000 post cards were received in the first six days of returns from a list of 100,000 TV set owners supplied by *TV Guide*.

Of the replies, 79% said they were fight fans and of this number 76% said they would pay for home viewing. Among those who are not fight fans, 21% said they would pay.

Each post card asked two questions: "Are you a fight fan?" and "If a pay-as-you-see television system were in operation, would you be willing to pay $1 to see a championship fight on television in your home?"

TABLE II
Leading TV Network Advertisers by Product Groups for March 1953

Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$ 61,380	Insurance	
Automotive, Auto. Access. & Equip.	General Motor Corp.	339,725		Mutual Benefit, Health & Accident Assn. 56,910
Beer, Wine & Liquor	Pabst Brewing Co.	164,880	Jewelry, Optical Goods & Cameras	Gruen Watch Co. 54,437
Building Materials, Equip. & Fixtures	Glidden Co.	31,655	Office Equipment, Stationery & Writing Supplies	Hall Brothers 97,695
Confectionery & Soft Drinks	Sweets Co. of America	143,675	Publishing & Media	Curtis Publishing Co. 61,755
Consumer Services	Electric Cos. Adv. Program	70,026	Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA 233,702
Drugs & Remedies	American Home Products Corp.	223,960	Smoking Materials	R. J. Reynolds Tobacco Co. 718,468
Food & Food Products	General Foods Corp.	549,060	Soaps, Cleansers & Polishes	Procter & Gamble Co. 1,212,990
Gasoline, Lubricants & Other Fuels	Texas Co.	187,400	Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co. 612,536
Household Equipment & Supplies	Westinghouse Electric Corp.	385,153	Transportation, Travel & Resorts	Greyhound Corp. 62,920
Household Furnishings	Armstrong Cork Co.	122,925	Miscellaneous	Quaker Oats Co. 46,890
Industrial Materials	Reynolds Metals Co.	136,650		

* * *

TABLE III
Gross TV Network Time Sales by Product Groups for March and January-March 1953 Compared to Same Periods in 1952

	March 1953	Jan.-March 1953	March 1952	Jan.-March 1952
Apparel, Footwear & Access.	$ 262,404	$ 762,553	$ 397,182	$ 1,104,052
Automotive, Auto. Equip. & Access.	1,445,203	4,076,567	1,357,854	3,848,385
Beer, Wine & Liquor	411,636	1,160,510	573,120	1,677,978
Bldg. Materials, Equip. & Fixtures	31,655	31,655	97,356	239,002
Confectionery & Soft Drinks	555,941	1,578,944	560,201	1,502,517
Consumer Services	100,296	187,212	24,900	64,740
Drugs & Remedies	806,261	2,507,957	460,442	1,275,089
Food & Food Products	3,159,611	8,989,621	3,091,284	8,941,096
Gasoline, Lubricants & Other Fuels	296,516	858,498	352,940	1,155,978
Household Equip. & Supplies	1,792,178	4,299,436	1,019,804	2,767,829
Household Furnishings	320,234	851,204	205,845	602,545
Industrial Materials	469,185	1,235,369	525,379	1,231,690
Insurance	129,569	331,109	27,240	93,190
Jewelry, Optical Goods & Cameras	241,388	715,359	168,523	468,930
Office Equip., Stationery & Writing Supplies	97,695	252,855	153,540	566,910
Political			22,414	68,582
Publishing & Media	61,755	167,181	80,746	187,041
Radios, TV Sets, Phonographs, Musical Instruments & Access.	363,032	973,545	451,110	1,257,865
Retail Stores & Direct Mail		23,175	86,400	297,350
Smoking Materials	2,841,284	8,382,374	2,271,439	6,840,852
Soaps, Cleansers & Polishes	2,059,613	5,630,577	1,663,612	4,910,623
Sporting Goods		15,038		
Toiletries & Toilet Goods	2,775,139	7,948,900	2,015,388	6,042,939
Transportation, Travel & Resorts	62,920	160,957		
Miscellaneous	225,813	552,880	229,254	575,942
TOTALS:	$15,509,328	$51,693,476	$15,835,973	$45,721,135

Source: Publisher's Information Bureau

In Detroit, America's 5th Market, this is the proved "success formula":

Take the overwhelming popularity and community acceptance of radio station WWJ. . . . plus the prestige and network programming of its NBC affiliation. Add the ¾-million Auto Radios, and the 1½-million Home Radios in the primary listening area.

A multitude of successful advertisers, during the past 32 years, have followed this formula for doing BIG business in a market with the largest income per family of any major market in the U.S.A.

Through WWJ, you reach more of those families in the middle income group and above, than other Detroit stations do . . . for *less* than the average cost-per-thousand-listeners for radio time in Detroit.

The time to sell Detroit is now . . .
the time to buy is . . .

WWJ AM-FM — *Associate Television Station WWJ-TV*

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION. *Owned and Operated by* **THE DETROIT NEWS** • *National Representatives:* **THE GEORGE P. HOLLINGBERY CO.**

TV MONEY IS NOT DIVERTED

Magazine Advertising Bureau figures, covering 160 advertisers spending $25,000 or more in network television during last six months of 1952, are released. MAB says TV advertising is largely new money.

TELEVISION advertising is largely new money, appropriated for TV and not diverted from some other medium or media, according to an analysis of expenditures of TV network clients in other media in the final half of 1952 compared with the same period of 1951. This is the fifth in a series of such studies made by Magazine Advertising Bureau.

MAB figures, covering 160 advertisers spending $25,000 or more in network television during the last six months of 1952, show the following changes in advertising appropriations:

	2nd 6 mos. 1952	2nd 6 mos. 1951	% change
Network TV	$ 90,108,114	$ 61,844,580	+45.7
Magazines	85,430,471	82,739,606	+ 3.3
Network Radio	61,944,574	63,101,584	— 1.8
Sunday Newspaper Supplements	17,156,125	14,921,602	+15.0
Total	$254,639,284	$222,607,372	+14.4

Of those 160 TV network advertisers, 146 also used magazines, 93 network radio and 98 Sunday supplements in 1951 or 1952, MAB noted. Of the 146 magazine advertisers, 82 increased and 64 decreased their use of magazine space in the second six months of 1952 compared to 1951; of the 93 network radio clients, 45 increased and 48 decreased their radio network time purchases; of the 98 Sunday supplement users, 46 bought more space, 52 less, MAB said.

"With something as fast moving as network television has been up to now, it's hard to generalize," MAB concluded. "But certainly this new medium would seem to have fitted into the advertising pattern of its users with a minimum of dislocation to the established and tested media."

RTMA Reports 2 Million TV Sets Shipped in '53

SET manufacturers shipped 2,060,016 TV sets to United States dealers in the first quarter of 1953, compared to 1,277,512 in the same 1952 period, according to Radio-Television Mfrs. Assn. The RTMA estimates show that 711,838 TV sets went into the hands of dealers during the month of March, compared to 471,015 in March, 1952. TV set shipments to dealers by states for the first quarter of 1953 follow:

State		State	
Alabama	33,974	Nebraska	19,126
Arizona	14,681	Nevada	191
Arkansas	12,583	New Hampshire	6,385
California	139,306	New Jersey	53,872
Colorado	31,172	New Mexico	4,656
Connecticut	32,446	New York	199,111
Delaware	4,931	North Carolina	40,664
D. C.	18,552	North Dakota	2,293
Florida	27,089	Ohio	127,853
Georgia	34,000	Oklahoma	40,778
Idaho	3,607	Oregon	27,935
Illinois	124,412	Pennsylvania	192,343
Indiana	73,096	Rhode Island	9,432
Iowa	43,338	South Carolina	12,478
Kansas	18,569	South Dakota	3,661
Kentucky	30,680	Tennessee	29,640
Louisiana	27,241	Texas	129,989
Maine	14,203	Utah	16,690
Maryland	27,159	Vermont	3,370
Massachusetts	65,352	Virginia	50,871
Michigan	86,562	Washington	51,461
Minnesota	35,797	West Virginia	29,636
Mississippi	17,996	Wisconsin	40,185
Missouri	50,591	Wyoming	729
Montana	235		
		Grand Total	2,060,016

Revenue Bureau Releases Radio-TV Income Standings

INCOME and excess profits figures for over 1,000 radio broadcasting and television corporations for 1950 are shown in an industry-wide breakdown made public last week by the Bureau of Internal Revenue.

The bureau found that 1,071 active corporations had net income of $57,898,000 for 1950 on which they paid a total tax of $22,249,000. Breaking down this total, it was found that $20,580,000 consisted of income taxes and $1,669,000 of excess profits taxes.

Dividends paid in cash and assets other than stock totaled $19,064,000. The bureau found that 469 corporations showed a 1950 deficit of $6,405,000.

In a breakdown of corporate income tax returns which showed excess profits tax liability, the bureau found that 175 corporate returns showed net income of $33,830,000, excess profits net income of $33,395,000 and excess profits credit of $21,969,000. The bureau study shows adjusted excess profits net income of $11,426,000. Total taxes were found to be $14,868,000, of which $13,199,000 was income and $1,669,000 was excess profits.

'Lucy', 'Godfrey' Place One-Two in TV Ratings

TOP TV ratings in April's second report by A. C. Nielsen Co. went one-two to *I Love Lucy* and *Arthur Godfrey & Friends* in both number and percentage of TV homes reached. The complete ratings:

TOP TELEVISION PROGRAMS
(Two Weeks Ending April 25, 1953)
NIELSEN-RATING®
Number of TV Homes Reached

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	15,751
2	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	12,390
3	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	12,303
4	Colgate Comedy Hour (CBS)	11,808
5	Texaco Star Theater (NBC)	11,178
6	You Bet Your Life (NBC)	10,648
7	Dragnet (NBC)	10,598
8	All Star Revue (NBC)	9,968
9	Goodyear TV Playhouse (NBC)	9,724
10	Philco TV Playhouse (NBC)	9,520

Per Cent of TV Homes Reached in Program Station Areas

Rank	Program	Homes %
1	I Love Lucy (CBS)	71.4
2	Arthur Godfrey & Friends (CBS) (Liggett & Myers Tobacco)	59.1
3	Arthur Godfrey & Friends (CBS) (Toni-Gillette Razor Co.)	58.0
4	Buick Circus Hour (NBC)	55.3
5	Texaco Star Theater (NBC)	55.2
6	Arthur Godfrey's Scouts (CBS)	54.5
7	Colgate Comedy Hour (CBS)	53.3
8	Dragnet (NBC)	52.0
9	You Bet Your Life (NBC)	48.0
10	Goodyear TV Playhouse (NBC)	46.3

(®) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

Hannagan Associates Form Public Relations Firm

STEVE HANNAGAN Assoc. Inc. has been formed to handle the public relations and publicity accounts formerly serviced by the late Steve Hannagan. It was announced last Tuesday by Joe Copps, president.

Mr. Copps

The new firm is headed by officers who had been associated with Mr. Hannagan for an average of 25 years. By position and length of service, they are: Mr. Copps, 30 years; Larry Smits, vice president, 28 years; Paul Snell, vice president, 20 years; Margaret Ray, secretary, 25 years, and Camille Street, treasurer, 18 years.

Clients for the new firm include the 14 that retained Mr. Hannagan. Among them are Admiral Corp., Coca-Cola Co. and Coca-Cola Export Corp.; Electric Auto-Lite Co., Glassware Institute of America, Pure Oil Co., Olin Industries, Owens-Illinois Glass Co., and the Union Pacific Railroad.

June 'Guest Star' Shows Set

PRODUCTIONS for June of *Guest Star* show packages, Treasury Dept. shows promoting sale of U.S. Savings Bonds, will be mailed to 2,900 AM and FM stations, John Koepf, chief of the Savings Bond Div. public liaison section, said last week. The shows will feature singers Georgia Gibbs, Kay Starr, Jack Webb and Rosemary Clooney. Production was handled by Ed Linehan, chief of the Savings Bond Div. advertising section, and his assistant for radio, Harry Gatton.

Telenews Editing Table

TELENEWS Productions reports it has purchased a new type of editing table to speed production of news films for television. Called "Filmscheidetisch" (literally films cutting table), it was developed by the Reiseke & Hoepfner Co. of Germany. It is equipped with a viewing screen and sound amplifier, and according to Telenews, permits the film editor "to do a complete editing job on sound or silent films."

AP Sets Coronation Features

AP radio plans to distribute to clients a special series of five-minute features for use during the week immediately preceding the Coronation of Queen Elizabeth II, June 2. Features will include a general biography of the queen, an account of Capt. Blood and the Crown Jewels, and a review of Coronation traditions.

WAVE-TV, LOUISVILLE, CHANNEL 3 NOW SERVES FAR GREATER TV MARKET!

New **914-FT. ANTENNA!**
(above average terrain)

New **LOW CHANNEL!**
(from Channel 5 to Channel 3)

New **100,000 WATT POWER!**
(up from 24,000 Watts)

New, **ALL-NEW EQUIPMENT!**
(the most modern available)

WAVE-TV

NOW CHANNEL 3

NBC, ABC, DUMONT AFFILIATE

Free & Peters, Inc.,
Exclusive National Representatives

WAVE-TV's television market — always the largest in the Kentucky-Indiana area — is now at least 50% bigger than it used to be.

According to FCC coverage curves, the new WAVE-TV television market has 52.1% additional families . . . living in an 85.5% larger area . . . spending 54.0% more on Retail Sales . . . and representing 51.5% more Effective Buying Income!

Don't neglect the new and vitally important WAVE-TV television market. Ask Free & Peters for all the facts about it — *and about WAVE-TV, the only station that can deliver it intact, and with impact!*

Vacarro To AP Capital Post

APPOINTMENT of Ernest B. (Tony) Vaccaro, AP White House correspondent from 1945 to 1952, as executive representative of AP's radio division in Washington was announced last week. He succeeds Howard L. Kany, who has resigned to direct CBS' Washington News Film Division [CLOSED CIRCUIT, April 27; B•T, May 18].

In his new post, Mr. Vaccaro will assist radio stations in their contacts with FCC and will supervise the AP Washington city service.

Stark-Layton Names Harris

STARK-LAYTON Inc., program packagers and producers, last week announced the signing of Burt Harris, production manager of KKTV(TV) Colorado Springs, Colo., as executive producer of *Ladies' Choice*, to be carried on NBC-TV, Mon.-Fri., 4:30-5 p.m. EDT, starting June 8. Others to work on the series, which will originate in Hollywood, are: Midge Stark, production assistant; Mrs. Lillian Greene, coordinator of activities with women's organizations, and Ed Sobol of NBC-TV's West Coast staff, who will serve as co-producer.

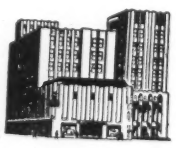
Radio's
GROWING

People listen to radio in cars, kitchens, yachts, bedrooms, trains, canoes, living rooms; on beaches, tractors, mountain-tops and deserts.

And WGN reaches more homes per week than any other Chicago station—in the second largest market in the nation.

A Clear Channel Station Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 220 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

RADIO STILL IS PROSPEROUS

The medium faces a promising future beside its kin, TV, according to NARTB's Fellows and Richards, who were speakers at separate broadcasters' meetings last week.

RADIO continues to be a prosperous industry and faces a promising future living beside television, its electronic kid brother, in the opinion of two top NARTB executives.

Harold E. Fellows, NARTB president, and Robert K. Richards, administrative vice president, told two state associations late last week how broadcasters are successfully meeting TV's competition. Mr. Fellows spoke Thursday to the Pennsylvania Assn. of Broadcasters at Bedford Springs. Mr. Richards was on the Saturday program of Kansas Assn. of Broadcasters at Topeka.

Emphasizing there are half again as many radio stations in the U. S. as there were in 1948, Mr. Fellow added that there are at least 65% more receiving sets and the nation's advertising investment has gone up 35%.

At the same time Mr. Fellows sounded a vigorous warning against the two "greatest evils" of aural broadcasting — uncertain rate policies or lack of rate policies, and rate-cutting. The latter he termed "a downright stupid practice."

Mr. Richards pointed out that radio stations are meeting the new competitive factor by renewed efforts to develop new business, with most severe losses found in the area of national advertising.

These radio program trends were noted by Mr. Richards: Tendency to develop and promote radio personalities on live shows, such as farm and women's programs and disc jockey shows; broadening of local news coverage; more local programs developed; more care in selection of music, and better public interest programming.

He found renewed stress on development of local accounts, supported by more market data and better servicing of accounts. Use of persuasive rather than pressure selling methods has occurred in many areas, he said.

SCAAA Annual Conference Set Thursday-Saturday

CARRYING out the theme, "How An Advertising Agency Can Operate Profitably," the third annual conference of Southern California Advertising Agencies Assn. was held Thursday through Saturday at Hotel del Coronado, Coronado, Calif., according to Kai Jorgensen, SCAAA president and executive vice president of Hixson & Jorgensen Inc., Los Angeles.

Among speakers were Jim Morgan, vice president in charge of radio-TV, Raymond R. Morgan Co., Hollywood, who talked Friday on "Tomorrow—Radio, Motion Pictures and Television." Panel members who discussed "How Media Can Best Serve the Advertising Agencies" on Saturday, included Stan Spero, account executive, KMJC, and John Vrba, sales maanger, KTTV (TV), both Hollywood.

When you ride the road to success with Operation Chain Action, you're traveling with a *proven performer* on WBAL, Radio Baltimore!

Operation Chain Action . . . a mighty advertising-merchandising plan . . . a chain of hard hitting selling operations all pushing your product in one unified promotion. You get powerful radio advertising with a *big merchandising plus* . . . 217 food stores and super markets guarantee you prominent point of sale displays. Operation Chain Action *means business* . . . for you!

And one success story follows another! National Spot advertisers show increased sales and distribution for such products as . . . candy, insecticide, cigarettes, relish, peanut butter, tea, salt! Want to know more about Operation Chain Action . . . the advertising-merchandising plan with the *double punch!* Contact your Petry man . . . he'll be glad to put you on the right track, the road to success with Operation Chain Action!

WBAL

RADIO BALTIMORE
NBC IN MARYLAND

Nationally Represented by Edward Petry & Co.

You're on the right track with...

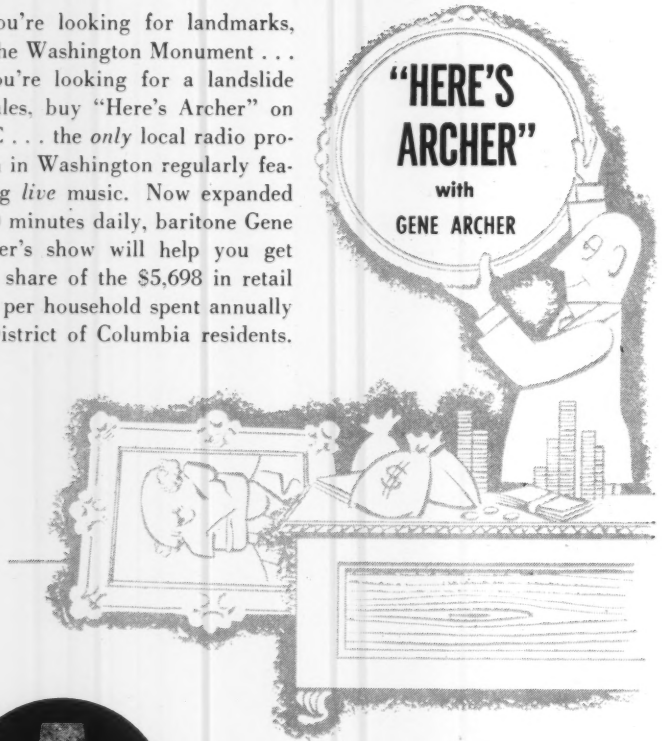
Operation Chain Action

Landmarks in history . . and . .

landslides in sales

The Nation's Capital is famous for both.

If you're looking for landmarks, try the Washington Monument . . . if you're looking for a landslide in sales, buy "Here's Archer" on WRC . . . the *only* local radio program in Washington regularly featuring *live* music. Now expanded to 90 minutes daily, baritone Gene Archer's show will help you get your share of the $5,698 in retail sales per household spent annually by District of Columbia residents.



WRC

NBC in Washington

980 on AM • 93.9 on FM

Represented by NBC Spot Sales

TV's Benefits Cited To NRDGA Session

A panel session arranged by NARTB tells the Cincinnati convention that close working relationships between retailers, television people are essential.

TELEVISION offers retail stores an advertising medium of powerful impact at reasonable cost, the National Retail Dry Goods Assn. was told Tuesday during a TV panel held in connection with the mid-year merchandising meeting at the Netherlands Plaza Hotel, Cincinnati.

The panel was arranged by NARTB at the invitation of Howard P. Abrahams, manager of NRDGA's sales promotion division. Howard Bell, assistant to NARTB's TV vice president, presided at the panel.

Pointing to the need for close working relations between retailers and TV, Mr. Bell said the medium offers an effective sales device. He recalled that retailers sold over $164 billion worth of goods in 1952—11.6% of it through department stores. He said TV advertising is 85% local and 15% national.

Bernard Barth, assistant director of TV operations for the Crosley stations, suggested department stores have specialized TV personnel just as they have newspaper specialists. Retail copy for television should be written by department store people, he said.

Bernice Foley, fashion commentator of WCPO-TV Cincinnati, said fashion shows on TV should be more personal and intimate than store shows, with little need for elaborate ramps and props.

H. P. Lasker, general manager of WLWD (TV) Dayton, a Crosley station, cited case histories of successful TV selling by the Rike-Kumler store in Dayton, now in its third television year. The station and store work together in developing the right formula, he said, and WLWD actually built a television studio in the store. In turn the store maintains an exclusive TV staff, which carefully plans the five weekly half-hours two weeks in advance.

Mr. Lasker said the five periods cost the store about $1,000 a week, not counting the store's own TV personnel.

Paul E. Wagner, commercial production manager of WKRC-TV Cincinnati, recalled that while TV talent and production costs had risen 24% in 1952 over 1951, the number of TV homes was up 45%, bringing the cost-per-thousand down 15%.

Mr. Wagner suggested advertisers should learn more about television. The visual medium is not like radio, on which a store can call the station and get a good selling campaign on the air within minutes or hours, he continued.

Correspondents Group Formed

FORMATION of the Government News Correspondents' Assn. in Washington, D. C., has been announced. The group will draw membership from newspaper, radio and television correspondents who report and edit news about the Government and its employees.

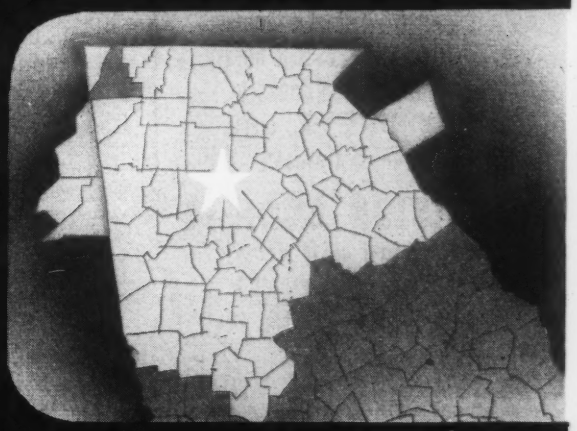
In Atlanta, WSB-TV gives you more for your money ...considerably more

The big 10-county "single-station" audience WSB-TV gives you includes the important Macon, Georgia, market. Population of this entire 10-county bonus you get with WSB-TV is 387,600—as many people as live in a city comparable in size to Louisville, Kentucky! Ask a Petry man to tell you more about this first Nielsen report. It's interesting.

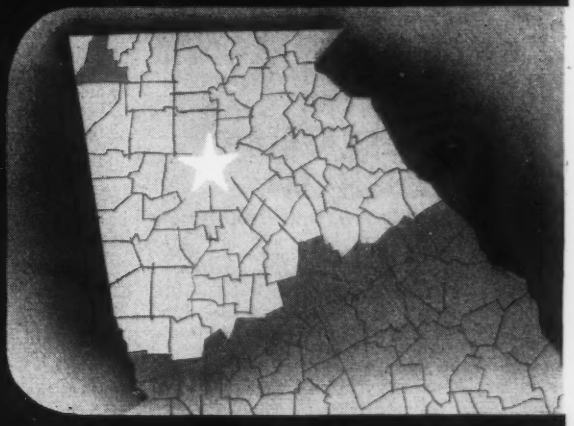
wsb-tv | *50,000 watts on low channel 2 from a 1062-ft. tower*

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

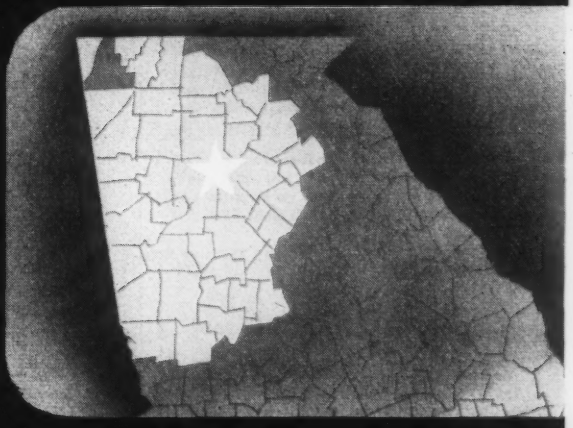
According to the first Nielsen Coverage Service Report



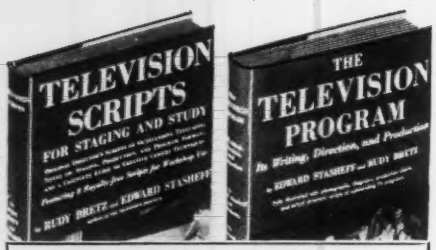
WSB-TV coverage area includes 75 counties



Station A coverage area includes 65 counties



Station B coverage area includes 44 counties


TELEVISION SCRIPTS
FOR STAGING AND STUDY
RUDY BRETZ and EDWARD STASHEFF
THE TELEVISION PROGRAM
Its Writing, Direction, and Production
EDWARD STASHEFF and RUDY BRETZ

Here is your COMPLETE technical and creative TELEVISION library in two unsurpassed books by
RUDY BRETZ and EDWARD STASHEFF

TELEVISION SCRIPTS
For Staging and Study

Just Published. A complete, expert, practical course in Creative Camera Techniques, this new book by the authors of THE TELEVISION PROGRAM is a production manual covering all the principal types of TV programs. Here is the first book to really come to grips with the problems of television directing. It gives you eight scripts and formats that can be produced on the air without royalty, with full production notes and suggestions from the top flight directors who originally produced the shows. You get a complete glossary of director's marking symbols, diagrams and notes on composition, special camera effects, and cutting techniques. Every step in the staging and production of virtually every type of TV script is clearly explained. *332 pages.* $4.95

THE TELEVISION PROGRAM
Its Writing, Direction, and Production

The foremost book in the field, it has become the "bible" of students and workers in TV, adopted within one year by over 50 colleges, universities and schools of television. Fully illustrated with photos, diagrams, production charts and scripts. "This is it! . . . A complete book on television. . . . It has my unqualified endorsement." — CHARLES F. HOLDEN, *Ass't. National Director of Program Production, American Broadcasting Co. 354 pages.* $4.95

Essential for daily use and reference by

• Writers • TV Program Directors • Advertising Agency Executives • Students in TV courses • TV Producers • TV Directors • Radio Writers • Art Directors • Workshop Groups • Student Directors and Producers • School and College TV Course Teachers • Stage Managers • Assistant Directors • Choreographers • Musical Directors • Scripts Assistants

Television is a Billion Dollar Industry! This two-volume TV library will give you the "know how" needed to make TV successful for YOU! Send for them TODAY

A. A. WYN, Inc. BT
23 West 47th St., New York 19
Send me for a week's FREE examination
☐ TELEVISION SCRIPTS FOR STAGING AND STUDY, $4.95
☐ THE TELEVISION PROGRAM, $4.95
I will pay postman $4.95 ($9.90), plus postage and C.O.D. charges. After one week, if not completely satisfied, I will return the book (books) for prompt refund of my remittance.

Name .....
Address .....
City ..... Zone ..... State .....
SAVE! *Enclose* ☐ *$4.95* ☐ *$9.90 with this coupon and we will pay all postage charges. Same 7-day return privilege holds good of course.*

BMI-BAB SALES CONFERENCES GET UNDERWAY THIS WEEK

Series of 43 meetings will be held during the next seven weeks. The two associations will share two-day clinics throughout the nation.

SEVEN-WEEK series of 43 program and sales conferences under auspices of Broadcast Music Inc. and Broadcast Advertising Bureau will open today (Monday) in Milwaukee, Wis., and Portland, Me.

The two associations will share two-day clinics that will span the nation, with each having two teams of speakers on the road to permit a schedule of six conferences a week. BMI will program the first day of the conferences, confining its agenda to program matters. BMI officials will conduct meetings. Station, network and other industry personnel will deliver specialized talks and participate in panel discussions.

BAB will have a pair of two-man teams on the road during the schedule. Sharing the clinics will be William B. Ryan, president; Kevin B. Sweeney, vice president; John F. Hardesty, director of local promotion; R. David Kimble, director of national promotion, and Gale Blocki Jr., director of midwestern sales.

Messrs. Ryan and Kimble will take meetings scheduled for the East Coast from Maine to Florida and as far west as Arkansas and Indiana. Messrs. Sweeney and Hardesty will cover the Midwest, Southwest and Pacific Coast. Mr. Block will alternate between both teams in the midwestern area.

BAB announced that its meetings are open to all stations regardless of BAB membership.

A 44th BAB clinic will be scheduled for New York City but the date and hotel have not been selected.

BMI headquarters officials sharing the program clinics are Carl Haverlin, president; Robert J. Burton, vice president in charge of publisher and writer relations; Glenn Dolberg, vice president in charge of station relations; Roy Harlow, vice president in charge of station service; Charles A. Wall, treasurer.

BMI's U. S. series was preceded by a Canadian kickoff this week with clinics in Calgary last Tuesday, Regina on Thursday, Amherst on Friday, and Winnipeg on Saturday.

There are 50 traveling speakers, including those for Canadian sessions, and 79 local speakers excluding the Canadians.

Speakers' subjects and subjects of "bull session" discussions, are selected on basis of suggestions sent in by more than 1,000 broadcasters responding to a BMI questionnaire. These cover all phases of programming—news, music, public service, importance and ingredients of good copy, sharpening programming to meet new competition, local programming, etc.

The complete schedule clinics:

May 25-26: Plankinton, Milwaukee; Eastland, Portland, Me.
May 26-27: St. Clair, Chicago; Sheraton Plaza, Boston
May 27-28: Chase, St. Louis; Bond, Hartford, Conn.
June 1-2: Savery, Des Moines, Iowa; Seneca, Rochester, N. Y.
June 3-4: Blackstone, Omaha, Neb.; Bellevue-Stratford, Philadelphia
June 5-6: Lassen, Wichita, Kan.; Emerson, Baltimore
June 8-9: Skirvin, Oklahoma City; William Penn, Pittsburgh
June 10-11: Rice, Houston; Fort Shelby, Detroit
June 12-13: Roosevelt, New Orleans; Deshler-Wallick, Columbus
June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis
June 16-17: Alvarado, Albuquerque, N. M.
June 17-18: Westward Ho, Phoenix, Ariz.; Seelbach, Louisville
June 19-20: Beverly Wilshire, Los Angeles; Andrew Jackson, Nashville
June 22-23: Clift, San Francisco; Marion, Little Rock, Ark.
June 24-25: Multnomah, Portland, Ore.; Heidelberg, Jackson, Miss.
June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.
June 29-30: Boise, Boise, Idaho; Thomas Jefferson, Birmingham
June 30-July 1: Utah, Salt Lake City; Ansley, Atlanta
July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.
July 6-7: Northern, Billings, Mont.
July 7-8: Selwyn, Charlotte, N. C.
July 8-9: KFYR studios, Bismarck, N. D.
July 9-10: Roanoke, Roanoke, Va.; Radisson, Minneapolis
July 10-11: Daniel Boone, Charleston, W. Va.

Joy, Cothron Elected To Top CAPRA Posts

CALIFORNIA Associated Press Radio Assn. elected Dick Joy of KFAC Los Angeles as its new chairman at the group's annual meeting May 15 in Los Angeles. Mr. Joy, vice chairman the past year, succeeds William Nietfeld of KCBS San Francisco. William Cothron of KNBC San Francisco was elected vice chairman.

Awards for CAPRA's first annual news competitions were presented by California Lt. Gov. Goodwin J. Knight. Members adopted a resolution expressing pleasure at release of AP newsman William Oatis from a Czech prison. F. G. Clancy, vice president of Miles Labs and a guest at the meeting, was honored as "the original sponsor" of radio news.

CAPRA committees were organized for three projects. Ray Wilson of KFMB San Diego will head a group to revamp rules for the annual news competition, Gene Morgan of KGIL San Fernando will head a committee to help prepare a newsroom manual and Paul White of KFMB San Diego will be chairman of a group to study CAPRA's report on development of news and picture service to TV stations.

BAB Cites Radio Points At Trade Group Meetings

RADIO advertising effectiveness in several phases was discussed by three BAB executives at a series of special meetings of trade associations last week.

William B. Ryan, president of BAB, pointed up the advantages of radio advertising at the 51st annual convention of the North Carolina Merchants Trade Assn. in Winston-Salem on Tuesday. He described how retailers could use radio effectively by discussing the best time to reach customers, items which can be advertised most profitably and the preferable type of programming or announcement schedule.

John F. Hardesty, BAB director of local promotion, spoke to the Advertising Club of Trenton on Tuesday afternoon on the general subject of radio's sales effectiveness. That evening he addressed the "Radio Night Dinner" conducted by the York (Pa.) Advertising Club on radio circulation today and the outlook for the next five years.

Rounding out the week's radio promotion was a talk on Friday by Kevin B. Sweeney, BAB vice president, at a meeting of the Mfrs. Representatives Assn. in Philadelphia. He spoke on the growing influence of district managers and manufacturers representatives on national advertising in general and national radio advertising in particular.

The Top Banana!

Besides operating the Radio Station with the fabulous personalities and the astronomical Hoopers, we own and operate the largest legitimate Theater in the United States.

THE KRNT THEATER is the "Showplace for All Iowa."

So what happens? Well, the Station promotes the Theater and the Theater promotes the Station, and we learn about Showbusiness from both!

Last year over a half-million people passed through our Theater doors. That's a lot of people—AND a lot of KRNT impressions.

We fill our 4,200-seat house with Guys and Dolls, the Top Bananas, the South Pacifics—and with our own special radio broadcasts, We fill it once a week with wrestling—we fill it once a year with The Metropolitan Opera. From the ridiculous to the sublime.

You've got to be a fool for luck and you've got to know Showbusiness to do the job we do in both Radio and Theater.

When you go on the line for $18,000 against a big percentage for a one-night stand of The Metropolitan Opera performance of "Aida", and you scale the house at $28,000 you've got to have faith in your judgment, to say nothing of confidence in the promotional gopower of your organization.

And we ARE promoters out here. For instance, here's one way we promote our sportscaster, Al Couppee. We just signed up a pro football game for next fall—New York Giants vs. Chicago Bears. Couppee will invite every football coach in Iowa to the game and a special clinic. We guaranteed the teams a big hunk of dough against a percentage, come rain or snow, hell or high water. The sky's the limit—and that's no pun! If you want some extra thrills for your work, try gambling with that unpredictable sky when the stakes run high and Uncle Sam takes 20% off the top yet!

Yes, we're in Showbusiness clear up to our necks out here in Iowa—and we love it. We make lots of plans and no little ones. Something happens—every day—at KRNT. We don't know what moss looks like.

We operate the Station in much the same way as we do the Theater. We know you got to have stars. We have them . . . we call them personalities. And most of them are known throughout the land.

There's DON BELL, who Hoopers sky-high. He filled the Theater on a couple of occasions *at 6 o'clock in the MORNING!*

GENE EMERALD, a veteran in Showbusiness who's been with us eight years now and going great guns with his afternoon stint.

SMOKEY SMITH, the most popular country-music (hillbilly) star in this area. What a salesman—and doesn't make any difference whether it's 5:30 in the morning or 5:30 in the evening, HE SELLS!

AL COUPPEE, the most publicized sportscaster in the Middlewest. He's known out here as "Mister Sports" of Radio, and he IS!

BILL RILEY, Iowa's most popular quizmaster, air auction operator, and emcee of the fabulous children's safety show. He appears before thousands and thousands of people every year.

AL ROCKWELL, our late-night man who's recognized by everyone as a "musician's musician" but talks real friendly and down-to-earth on the air and plays the kind of music that entertains the most.

SPECK REDD, our newest addition to the roster. A terrific piano artist who not only "sends you" but "comes and gets you" for an hour every Saturday night.

NEWSCASTERS? We've got the best . . . Russ Van Dyke, Paul Rhoades, Don Soliday, Gordon Gammack, Dean Naven, Mac Danielson. (Gammack is in Korea covering that story). When we advertise: "You get the news first—and you get it right—when you listen to KRNT!"—IT HAPPENS. Any week-day quarter-hour newscast on KRNT is the highest Hooper-rated newscast in Des Moines—BY FAR. You don't inherit news fans—YOU EARN 'EM!

That's not our total Personality list, but it gives you the idea right off that we're running a real station out here—A LEADER IN THE NATION; THE LEADER IN DES MOINES.

We find out the hard way what people will pay to see and hear at the theater. Then we are better radio people. We learn about Showbusiness from both.

When you place your advertising on this station—KRNT (CBS)— you're buying a piece of Showbusiness that grabs and holds listeners.

Here's a quick audience picture that would open anyone's eyes not familiar with it. The Hooper figures for January, 1953, for Des Moines make it clear again—KRNT with the biggest audience by far, morning, afternoon, evening.

Morning—KRNT is FIRST in all but 2 of 22 rated periods.

Afternoon—KRNT is FIRST in all but 1 of 24 rated periods.

Evening—KRNT is FIRST in 36 out of 63 rated periods.

Sunday afternoon—KRNT is FIRST in all but 2 of 12 rated periods.

Like we say: You're *RIGHT* when you buy *KRNT* for your product or for your client's products. You get the BIG-TIME buy on KRNT, the station with the Fabulous Personalities and the Astronomical Hoopers. All Iowa looks to KRNT for entertainment . . . KRNT is the Showplace for all Iowa!

Katz Has
The Whole Story

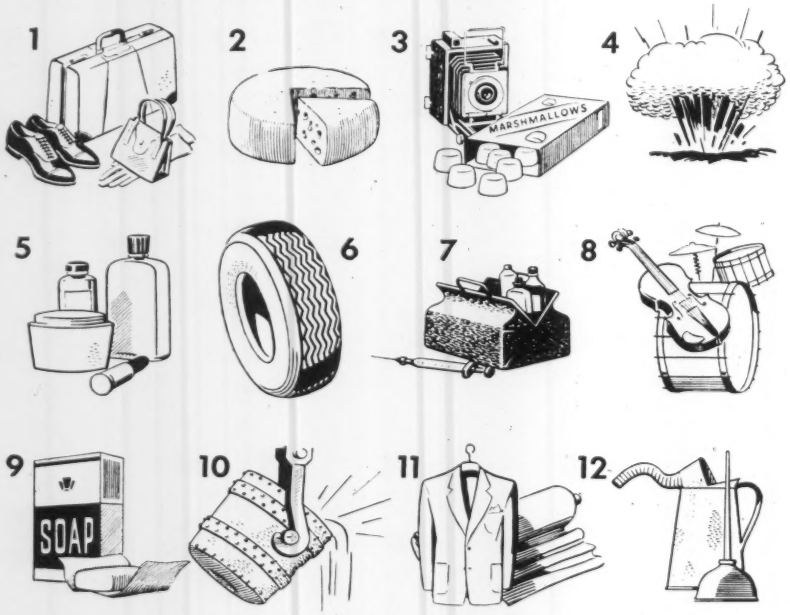
KRNT

Des Moines, Iowa

The Register and Tribune Station

The Top Banana in Iowa

How Do These 12 Things Affect The Price of MEAT?



ONLY about 50% of a meat animal is *meat*. But by saving "everything but the squeal" from *the other half*, meat packing companies are able to "cancel out" many of the costs of processing your meat.

By-products of meat packing are used to make, or to help make—every item on this page—and there are a dozen others for every one shown.

If there were no meat packing industry, with facilities for saving these by-products and making them available to other industries that need them, the full cost of the animal, and all the costs of processing it, would have to be recovered from the sale of the meat alone.

As it is, money from the sale of by-products frequently makes it possible for the meat packer to sell the beef from a steer *for less than was paid for the animal on the hoof.*

Did you know . . . that all these items help to bring your meat from farm to table at a lower service cost than almost any other food?

1. **Hides and skins for leather goods.**
2. **Rennet for cheese making.**
3. **Gelatin for marshmallows, photographic film, printers' rollers.**
4. **Glycerin for explosives used in mining and blasting.**
5. **Lanolin for cosmetics.**
6. **Chemicals for tires that run cooler.**
7. **Medicines such as insulin, pepsin, epinephrine, ACTH, cortisone . . . and surgical sutures.**
8. **Drumheads and violin strings.**
9. **Animal fats for soap.**
10. **Bone charcoal for high-grade steel, such as ball bearings.**
11. **Wool for clothing.**
12. **Special oils and organic chemicals widely used in industry.**

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

TRADE ASSNS.

Milton Eisenhower Urges Coml.-Educ. TV Cooperation

Pennsylvania State College president discounts "enthusiastic" claims and charges from both sides of the fence, and maintains that each can benefit from the other.

COMMERCIAL and educational TV interests were urged to work together for their mutual benefit as well as for the general good in an address delivered Wednesday by Milton Eisenhower, president of Pennsylvania State College, in an address at the opening luncheon of the Pennsylvania Assn. of Broadcasters.

Attendance at the meeting, held at Bedford Springs, Pa., exceeded 160.

NARTB President Harold E. Fellows reviewed the progress of aural radio in his Thursday luncheon talk (story page 44).

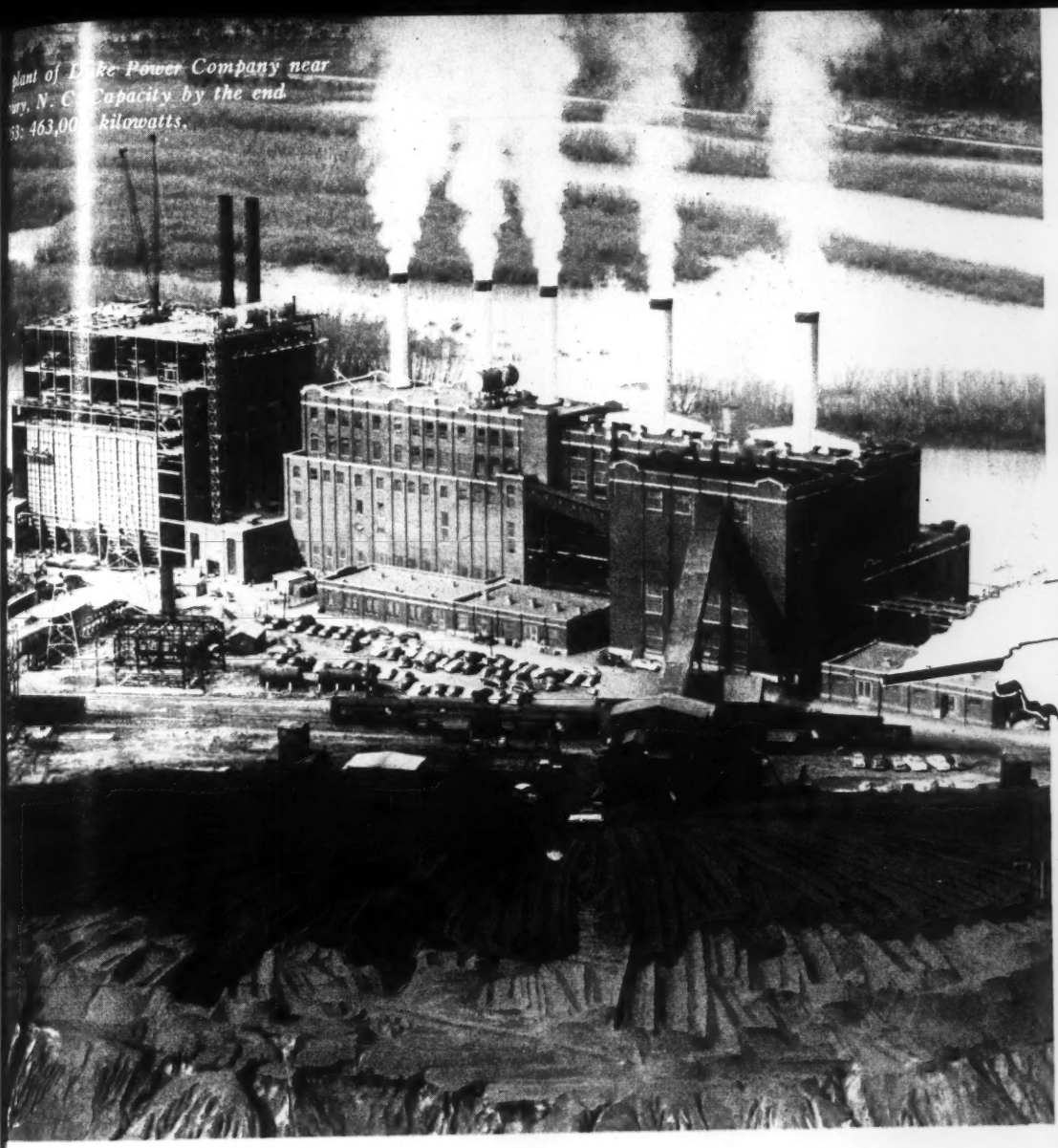
Roger W. Clipp, WFIL-AM-TV Philadelphia, presided at the Wednesday-Thursday meetings as retiring PAB president. William J. Thomas, WCPA Clearfield, was elected president to succeed Mr. Clipp. Frank Altdoerffer, WLAN Lancaster, was elected first vice president and David Bennett, WTPA(TV) Harrisburg, second vice president. Joseph Connolly, WCAU Phjladelphia, was elected secretary. James Murray, KQV Pittsburgh, continues as treasurer.

Added to the board of directors were Wright Mackey, WRAK Williamsport; Charles E. Denny, WERC Erie; Roy F. Thompson, WRTA Altoona; Horace W. Gross, WFMZ (FM) Allentown; James M. Tisdale, WCH Chester; Harris Lipez, WBPZ Lock Haven; John P. Foster, WJAC Johnstown, and A. Boyd Siegel, WJPA Washington.

In a series of Thursday uhf talks a half-dozen broadcasters went into problems of starting and operating TV stations in the upper band. Sam Booth, WCHA Chambersburg, who is part owner of a new station WTVE (TV) Elmira, N. Y., listed cost of equipment items. Roy E. Morgan, WILK (TV) Wilkes-Barre, said radio's block-programming techniques are not suitable to TV, where local shows can suffer by comparison with similar types of network productions.

A. K. Redmond, WHP-TV Harrisburg, told how WHP radio kept the area informed on progress of the TV project. He cited a promotion by Bowman's department store, using a "home fair" theme, in which 300 sets were sold in a week. Harold Lund, WDTV (TV) Pittsburgh, described strip programming using film and live material, and explained the economy of permanent sets. Jack Steck, WFIL-TV Philadelphia, urged simple formats.

Taking part in Wednesday radio panels were Cecil Woodland, WQAN Scranton; Robert White, KDKA Pittsburgh; Lee Stauffer, WAKU Latrobe; Joseph Cleary, WESB Bradford; Murray Goldsborough, WGET Gettysburg; Allen Saunders, WCHA Chambersburg, Milton Bergstein, WMAS State College; Thomas B. Price, WBVP Beaver Falls; Mr. Thomas; Victor C. Diehm, WAZL Hazleton; Robert Walter, WVAM Altoona; Elton Hall, WVPO Stroudsburg; Kathryn Kahler, WAZL Hazleton; Herbert Scott, WPAZ Pottstown; Joseph Cavanaugh, WARD Johnstown; George Williams, WCED Dubois; Robert H. Teeter, KYW Philadelphia; Mr. Lipez; Ralph Price, WPPA Pottsville; Herbert Kendrick, WHGB Harrisburg; David Potter, WNAE Warren; Ed Smith, WCMB Harrisburg; J.



plant of Duke Power Company near ury, N. C. Capacity by the end 53: 463,00 kilowatts.

CHARLOTTE'S BIG 2

WBT
WBTV

are plumb in the middle of a fabulous market

more **power** to Salisbury

The city of Charlotte is merely the "home office" of the CHARLOTTE MARKET. Almost 1½ million people live within a 50-mile radius — 31,000 of them in textile-and-railroad rich Salisbury. To power the industry of the Salisbury area, Duke Power Company has located—and is now expanding—this massive steam electric generating plant. Salisbury unites with a score of similar towns to validate the Charlotte market story. For coverage to match the market, draw on powerful Jefferson Standard stations, WBT and WBTV.

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally By C B S Radio And Television Spot Sales.

XUM

Station Sales hit a high note with...

The Sammy Kaye Show

...a NEW RCA Thesaurus show*

Television and radio audiences in the millions . . . record-breaking personal appearances... a tremendous following of fans from coast to coast — *that's the Sammy Kaye story!*

And with that story, *Thesaurus* subscribers are clinching sponsor sales with "*The Sammy Kaye Show*"—the newest addition to RCA's *Thesaurus* Library. The sales power of this show is proved by the time charges and talent fees *already made* by *Thesaurus* subscribers across the country.

If you're not a subscriber, then be sure to get the facts. Mail coupon today for full details on "*The Sammy Kaye Show*"—only *one* of 31 big-name, easy-to-sell shows available to you as a *Thesaurus* subscriber. Clip and mail coupon now!

**Thesaurus Success Story #3*

recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
New York, Chicago, Hollywood, Atlanta, Dallas

RCA Recorded Program Services, Dept. B-50
630 Fifth Avenue, New York 20, N. Y.
Rush me complete information, including the amazing low rate, on the 31 *Thesaurus* "Big-name shows for low-budget sponsors"—and audition disc for "*The Sammy Kaye Show.*"

NAME..... TITLE .....
STATION OR AGENCY.....
ADDRESS.....
.....

TRADE ASSNS.

Wright Mackey, WRAK Williamsport, and William S. Halpern, WCOJ Coatesville.

Sam Cuff, TV-radio consultant, said inflexible schedules of many radio stations keep out department store advertising of the "splash" type. He saw prospects of increasing radio's share of department store advertising budgets from 5% to 20% if stations go after the business by cooperating with stores and making contacts at the buyer level.

In a series of resolutions PAB condemned "bait" advertising as a threat to the medium's integrity; urged passage of state libel protection legislation; opposed a Congressional bill (S1396) proposing to exempt baseball from antitrust laws; commended BAB clinics; supported the new Federation of State Broadcasters Assns.; favored NARTB's radio and TV codes; commended the PAB "radio month" project and urged continuance of the idea, and advocated continued get-out-the-vote campaigns. Mr. Morgan was chairman of the Resolutions Committee.

WFBG-TV, Altoona carried televised versions of the proceedings, using still photographs and descriptions of the meetings to show the public what broadcasters are doing.

NARTB Explores TV Role in Furthering Education, Culture

Data gathered will be used to answer TV's critics, particularly assertions that the medium encourages crime, violence and juvenile delinquency.

ROLE played by the commercial television industry in advancing education and culture will be explained to the public in a project now underway at NARTB.

The association is compiling a record of the industry's educational programming as part of a two-ply move to answer the principal charges made by critics of the medium. The second charge centers around oft-voiced claims by anti-TV groups that television encourages crime, violence and juvenile delinquency.

In charge of compiling facts is NARTB's TV Information Committee, of which President Harold E. Fellows is chairman. Richard M. Allerton, NARTB research manager, is chairman of the research subcommittee and Richard Borel, WBNS-TV Columbus, is chairman of the implementation subcommittee.

The information group will meet Thursday at the Ambassador Hotel, New York. The session is one of three meetings of association committees scheduled during the week. The NARTB Standards of Practice Committee meets Monday and Tuesday at the Waldorf-Astoria, New York. John F. Meagher, KYSM Mankota, Minn., is chairman. Third session will be that of the NARTB Insurance Committee, meeting Friday in Washington. Roger W. Clipp, WFIL Philadelphia, is chairman.

NARTB's Standards of Practice Committee is working on a rewriting of the original radio standards that went into effect in 1948 after two years of planning. Mr. Meagher has indicated his hope the committee will complete its revision this week, with possibility the meeting will be held over through Wednesday if necessary.

GOVERNMENT

ONE UP, ONE DOWN IN TEXAS TV BIDS

FCC grants vhf Ch. 4 at Harlingen to KGBS as Tom Potter's CP for uhf Ch. 24 at Austin is returned. Post-thaw grant total now stands at 361, but three (all from Texas) have been returned.

TEXAS again gained and lost one TV authorization last week as the FCC granted vhf Ch. 4 at Harlingen, Tex., to KGBS there while oilman Tom Potter returned his construction permit for uhf Ch. 24 at Austin, where KTBC-TV is operating on vhf Ch. 7.

The Ch. 4 award to KGBS was the only new TV station approved by the Commission during the week. The single grant boosts post-thaw authorizations to a total of 361, but three of these CPs have been returned, all from Texas. Aside from the Potter permit for Austin, the others returned were KGKL's CP for vhf Ch. 3 at San Angelo and Permian Basin TV Co.'s CP for vhf Ch. 2 at Midland [B•T, May 11, April 6].

Mr. Potter, who said he will retain his permit for WTVT (TV) Chattanooga on uhf Ch. 43, told the Commission he was giving up his Austin grant because of difficulty in locating an adequate site and obtaining equipment.

The Ch. 4 grant at Harlingen was issued to Magic Triangle Televisors Inc., owned by KGBS principals. Effective radiated power of 13 kw visual and 6.9 kw aural is specified, with antenna height above average terrain of 410 ft.

The KGBS grant was made possible by withdrawal a fortnight ago of the competitive application of Houston Mayor Roy Hofheinz, who owns KSOX Harlingen [B•T, May 18].

In other TV actions, FCC designated for consolidated hearing in Washington on June 19 three competitive applications for vhf Ch. 12 at Shreveport, La. These are KRMD, KCIJ and Shreveport TV Co.

The Commission advised Northwestern Schools Bible College at Minneapolis that its application for a new commercial TV station on uhf Ch. 23 "involves considerations which indicate the necessity of a hearing."

Permit for vhf Ch. 13 issued a fortnight ago at Eugene, Ore., to Eugene TV Inc. was modified by FCC last week to include condition that part owner C. H. Fisher must divest himself of all interest in KUGN there, which he acquired earlier in a reshuffle of stockholders in the TV applicant, KUGN and KORE [B•T, May 18, 41].

Oregon Broadcasters Get Political Libel Relief

OREGON state radio and TV station operators are guaranteed immunity from libel suits arising from statements by political candidates on broadcasts or telecasts in a bill signed by Gov. Paul Patterson May 7. It complements existing Oregon laws protecting broadcasters from liability for defamatory remarks unless it can be proved the station failed to exercise due care.

Sponsored by the Oregon State Broadcasters Assn., and introduced Feb. 20 in the Oregon House of Representatives, the measure was passed in the closing days of the legislative session without a dissenting vote, according to OSBA.

WINCHARGER

TOWER and SERVICE help WKAB-TV get on the Air in record time!

WKAB-TV ★ CHANNEL 48
PURSLEY BROADCASTING SERVICE
PHONE 7-6363 · P. O. BOX 1306
Mobile 7, Alabama

April 6, 1953

Mr. V. V. Holmes, Manager
Antenna Tower Department
Wincharger Corporation
Sioux City 2, Iowa

Dear Mr. Holmes:

Your cooperation in helping WKAB-TV to get on the air in record breaking time cannot be measured in dollars and cents. When we installed our 265 foot type 300 Wincharger some six years ago we had no idea of using this antenna for anything other than our A M operation. You can imagine our extreme delight to learn, during our recent TV installation, that we could also use our Wincharger as a mount for our 40 foot, 2500 pound, 5 bay, G.E. helical antenna. The trouble that you and your staff went to in restressing our Wincharger and furnishing us all Guying blue prints without cost was almost too much to expect, however, you and your staff came through in record time even to the machining of the top plate for the TV mount. We were also more than pleased with the reasonable cost and prompt service you gave us on the shipment of this plate.

I personally think that this type of service and interest that you and your organization manifested in us at a time when the element of time meant thousands of dollars should not go unrecognized. Mere words cannot express our sincere appreciation and gratitude for all you have done. It is with great satisfaction for a fine antenna installation that I write this letter of thanks to you.

Sincerely yours,
H. Eugene Miller

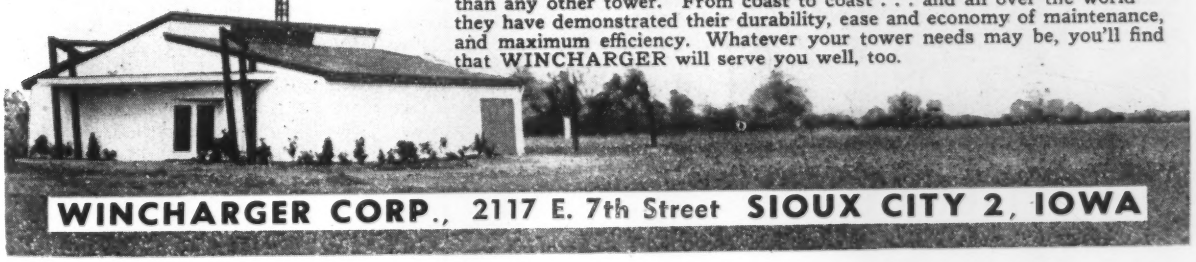
H. Eugene Miller
Chief Engineer
WKAB-TV

TOP QUALITY TOWERS PLUS WINCHARGER ENGINEERING SERVICE

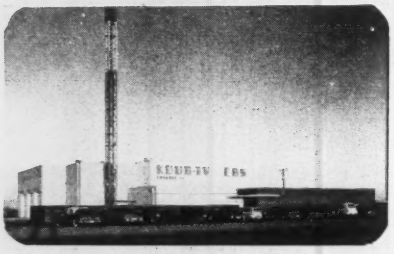
WINCHARGER ENGINEERS are well qualified to advise you on your particular tower problems. A new booklet describing the latest Wincharger Towers is yours for the asking. Our consultation service is readily available without any obligation on your part. Write — wire — Phone 2-1844.

QUALITY that ENDURES!

That's the WINCHARGER combination, the reason why more TV, AM and FM stations specify WINCHARGER than any other tower. From coast to coast . . . and all over the world they have demonstrated their durability, ease and economy of maintenance, and maximum efficiency. Whatever your tower needs may be, you'll find that WINCHARGER will serve you well, too.



WINCHARGER CORP., 2117 E. 7th Street SIOUX CITY 2, IOWA



KDUB-TV
LUBBOCK
TEXAS

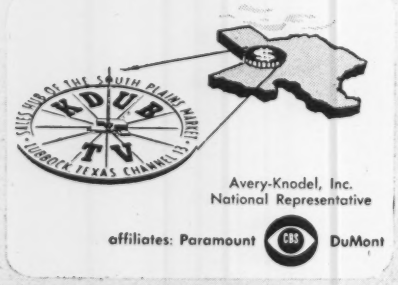
Yes, gross income in the KDUB-TV South Plains market is soaring into ten didgets now!

It's the new "success market" (3rd highest per-capita income nationally) entertainment-hungry and TV wise.

KDUB-TV, first television in West Texas, is the million dollar station — the Station with EXPERIENCED PERSONNEL and the established audience.

W. D. "Dub" ROGERS—President
MIKE SHAPIRO—Comm. Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL



Avery-Knodel, Inc.
National Representative

affiliates: Paramount CBS DuMont

ROBERT J. DEAN, GLENN GILLETT MENTIONED FOR FCC POST

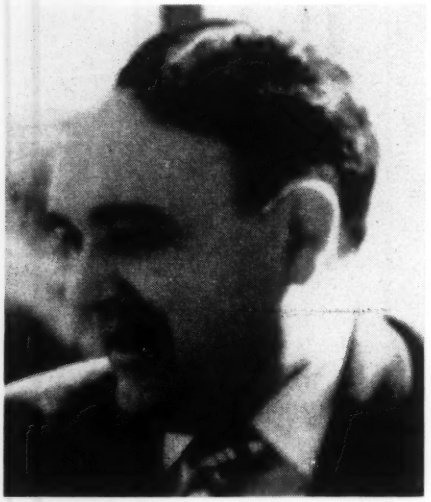
KOTA operator confers at White House and Republican National Committee, under sponsorship of Sen. Case. Mr. Gillett, veteran engineering consultant who plans to retire from practice, urged to seek Commission vacancy. Several others still in running for post to be open June 30 when Comr. Walker's term expires.

LAST WEEK saw two new names crop into speculation for the vacancy on the FCC to be created June 30 with the expiration of the term of the veteran Democrat, Paul A. Walker. Newcomers are:

Robert J. Dean, president of KOTA Rapid City, S. D.

Glenn D. Gillett, consulting engineer of Virginia, who is retiring from his engineering practice on July 1.

Mr. Dean, who has been in radio since 1922 and is a lawyer, was called to Washington at the instance of Sen. Francis D. Case (R-S. D.). He conferred at both the White House and the Republican National Committee but did not see the President.



Robert J. Dean

Contacted by B•T, Mr. Dean was noncommittal. It was learned, however, that the FCC vacancy had been discussed and that Mr. Dean was confronted with the preliminary decision as whether he would be willing to divest himself of his 55% interest in KOTA and KOZY (FM), as well as his ownership of Radio-Games Service, which controls five "Service Marks" he is syndicating in the premium-contest field on radio.

Presumably, if Mr. Dean decides to dispose of his holdings, he will become an active candidate, and Sen. Case, a close personal friend, evidently already has urged him to seek the appointment which would complete the Republican reorganization of the Commission. The FCC balance then would be four Republicans (Hyde, Chairman; Sterling; Doerfer and the new appointee; Democrats, Hennock and Bartley, and Webster, Independent).

Despite the fact that there have been a number of candidates for the post, word has gone the rounds for some days that the FCC post is still "wide open." Others in the running include Charles Garland, general manager of KOOL Phoenix, controlled by Gene Autry; Edward J. Heffron, former NARTB public relations man and formerly with Johnson & Johnson [CLOSED CIRCUIT, May 18], and J. Paull Marshall, Washington attorney, who has been prominently identified with the Young Republicans of Maryland.

Mr. Gillett, it was learned, has been urged by friends to seek the FCC post. He is 55 and has decided to retire from consulting practice since he has adequate means. A Republican, he has lived in Virginia since he began his consulting practice in 1936. He was formerly with Bell Telephone Labs in New Jersey and has done considerable government work, having given up his practice during World War II to function as a chief engineering consultant to the Army Signal Corps. He is a native of Colorado but lived in California for many years.

Mr. Dean practiced law in South Dakota following his graduation from the State University. He practiced in Watertown from 1926 until 1929 and for the following three years was special counsel for J. I. Case Co., farm machinery manufacturers.

Mr. Dean, 51, started in radio in 1932. He owns control (55.5%) of KOTA and KOZY (FM), and is an applicant for TV Ch. 7. He has built seven stations in South Dakota.

Although he has not been active in state politics, he did serve on the City Commission from 1949 until 1952. He has been a Republican for 25 years and was active in the Eisenhower campaign. Mr. Dean is married and has two daughters, 20 and 22, now attending college.

Mr. Dean's two visits to the White House ostensibly were to talk over the President's planned trip to Rapid City on June 11 when he will address the Young Republicans National Convention and visit Mt. Rushmore National Park.

Strongest proponent of Mr. Garland, who has been in the running virtually from the start, is Eugene C. Pulliam, Republican National Committeeman, publisher of the Indianapolis *News* and *Star*, and owner of WIRE. Mr. Pulliam, a potent political figure, also lives part of the year in Phoenix, where he owns the *Republic* and *Gazette*.

Webster Goes Abroad

FCC Comr. E. M. Webster flew to England May 15 in advance of the May 26-June 13 meeting of International Telegraph Consultative Committee at Arnhem, Netherlands. He will head the U. S. delegation. Marion Woodward, chief of FCC's International Division, sailed for Holland May 16. Comr. Webster was to discuss maritime radio matters first at London, then fly last Wednesday to Geneva for conferences on International Telecommunication Union matters. His return to Washington is scheduled for mid-June.

KEY TO THE CITY

KPIX consistently wins not only awards such as this for public service, but accolades from sponsors for many a job well done. "Unusual policies" in public service, coupled with great CBS, DuMont and local programming, have won such faith and following that KPIX is indeed the "key to the city"... and to every television home ... throughout Northern California

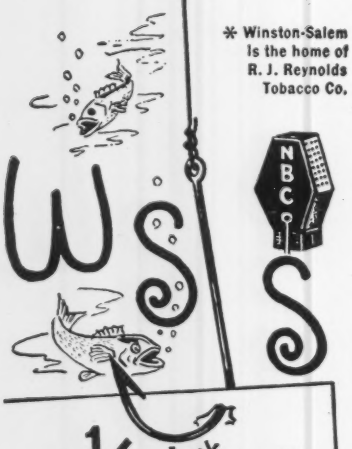
KPIX TELEVISION CHANNEL 5
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks. Represented Nationally by the Katz Agency

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem Is the home of R. J. Reynolds Tobacco Co.



1/5th* of all FOODS
Sold in North Carolina
ARE SOLD IN
WINSTON-SALEM'S
WSJS
15-COUNTY MARKET
*$113,945,000
S.M. 1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

HYDE TELLS HEARING SPEED-UP PLAN

Three-point plan to accelerate TV hearings involves FCC rules revision, more examiner teams and changes in law.

THREE-POINT plan to speed up handling of TV hearing cases was discussed Monday by FCC Chairman Rosel H. Hyde and the Senate Interstate & Foreign Commerce Committee, the latter giving the Commission some "home work" in the form of additional committee questions.

As discussed, the proposed speed up involves:

• Revision of FCC rules and procedures to shorten hearing records and expedite staff and Commission action on such cases.

• Provision by Congress of supplemental funds to hire more hearing examiner "teams" to clear the backlog of 650 applications.

• Suggested changes in the Communication Act and possibly the Administrative Procedure Act to remove administrative "obstacles" held to be in the way of efficient Commission functioning with respect to TV hearing cases.

At the morning meeting with the committee, Chairman Hyde reported for the first time that the Commission at its May 14 meeting decided to revise its policy in the handling of TV applicants which become the sole survivors in a comparative hearing after opposing applicants withdrew from the contest. He told the committee FCC henceforth will retain the sole survivor in hearing status for decision by the examiner and will not, as before, put such survivor back into the regular processing line, making him "vulnerable" to new competitive bids.

Proposals under consideration by FCC to further streamline procedure, according to Chairman Hyde, include:

• Plan for "paper" TV hearings, in which affirmative cases would be made in writing and oral presentation would be limited to cross examination of specific witnesses [CLOSED CIRCUIT, May 18].

• Extension of the principle of the "cut-off rule" to cases destined for eventual comparative hearing but not yet designated formally. The cut-off rule requires a new applicant to file more than 30 days before a comparative hearing begins if he wishes to be included in the contest.

• Suggestion for local publication of "due notice" by a TV applicant upon filing at FCC, so many days after which he would receive protection from a competitive application and thus be ready for consideration by the Commission.

• Intent of Commission to advise its examiners to "contain" their hearing records to essentials and to cut out needless minute detail. Latter practice drew rebuke of some Committee members who cited "comparative consideration of the number of janitors" a proposed station would have.

Chairman Hyde informed the Committee that bolstering of the Commission's present 12 examiners with the seven new teams provided by the proposed $7.1 million FCC budget would provide "substantial relief" in TV processing.

As to legislative changes, Chairman Hyde discussed:

• Provisions of the McFarland Act amendments which prevent the Commission from talking with its "staff officers" (general counsel, chief engineer, chief accountant) and hearing examiners. He felt these restrictions are beyond the requirements of the Administrative Procedure Act.

• Present interpretation of Sec. 309(c) of the Communications Act which allows "parties in interest" such as local radio stations to protest, on grounds of "economic injury," the permits for new TV stations. Chairman Hyde said Justice Dept. representatives already have indicated a local theatre operator may have rights to protest a TV grant under Sec. 309(c).

• Transfer of FCC hearing examiners from Civil Service status to direct employment by FCC so as to assure more efficient hearings. This point was emphasized by committee member Sen. John W. Bricker (R-Ohio).

Chairman Hyde was accompanied to the Monday morning meeting by all other Commissioners excepting Comr. E. M. Webster, now abroad on telecommunication matters [see story, page 54]. Also attending were FCC Broadcast Bureau Chief Curtis B. Plummer and Assistant Chief Joseph M. Kittner.

In Chairman Charles W. Tobey's (R-N.H.) absence, Sen. Homer E. Capehart (R-Ind.) presided for the Senate Commerce Committee.

The FCC Chairman reported some 169 stations are operating and 650 applications remain to be processed through comparative hearings. A total of 732 communities have channels applied for, he said.

Virtually all non-hearing applications have been "screened and granted" by this time, he reported.

Baseball Could Protest TV

After Chairman Hyde explained that Justice Dept. spokesmen have indicated local theatre operators may have legal right under Sec. 309(c) to cite economic injury and protest TV grants, Sen. George A. Smathers (D-Fla.) asked, "What about baseball?"

"I could see the possibility," the Chairman retorted.

On the newly revised policy for handling of survivors in comparative hearings, Chairman Hyde explained it formerly has been the practice to return the survivor to the non-hearing processing line, despite vulnerability to new attack, because there was no preliminary processing of bids as to legal and technical qualifications as is now done under the revised hearing procedures.

Since, under the new hearing rules, an applicant is found basically qualified and would be granted were it not for the contest, he now will be kept in hearing status for prompt decision should he become a sole survivor.

Sen. Capehart expressed fear that the changed policy might encourage "collusion" and "fake hearings" among applicants in order to prevent competition and gain the cloak of protection afforded by hearing status. He and Sen. Smathers felt the policy, when effected, should be made retroactive to prevent such abuse.

Without a retroactive clause, Sen. Smathers pointed out, he could run around the country and tie up uncontested bids, then wait to be bought out by the legitimate applicants.

For protection of pending bids still awaiting FCC action, Chairman Hyde also suggested a cut-off rule to protect them from competitive attack. He thought local community notice by advertisement of filing with FCC might work, with the cut-off to apply so many days thereafter on filing of competitive bids.

Asked by Sen. Capehart if TV processing efficiency would be helped by cutting out "dead weight" from FCC's staff, Chairman Hyde replied, "I think dead wood would be at a minimum in our agency."

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K-NUZ plugged your product to 70,000 people at the Houston Annual Home Show, April 19-April 21.

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MANISCHEWITZ WINE
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NABISCO MILK BONE
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RAYCO SEAT COVERS
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RCA TV
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SILVER DUST
SILVER SPUR DUDE RANCH
SOUTHERN SELECT BEER
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STANBACK
SULPHUR 8
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the added attraction of the exclusive broadcasts by Jimmy Dudley and Jack Graney of all the Cleveland Indians ball games both at home and away.

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ABC IN YOUNGSTOWN

REPRESENTED BY FORJOE

THE MAHONING VALLEY BROADCASTING CO.

CBS ENTERS FIELD FOR BOSTON CH. 5, REACHES FCC'S LIMIT FOR TV OUTLETS

The network's application is pitted against those of WHDH Boston and Greater Boston TV Corp. It proposes operations far more extensive than either of the competitors.

CBS filed for Boston's vhf Ch. 5 Friday and thereby reached for the FCC-imposed ceiling of five on multiple station ownership. WEEI-AM-FM there is CBS owned-and-operated.

The network is permittee of WCBS-TV New York; KNXT (TV) Los Angeles, and WBBM-TV Chicago and, as owner of KMOX St. Louis, has filed for Ch. 4 there.

A keen fight is developing for Boston's only unclaimed vhf outlet with WHDH, owned by the *Boston Herald-Tribune*, and Greater Boston TV Corp., formed by 21 Hub businessmen including Joseph A. Dunn, president of WORL there, already in the field. Hildreth & Rogers Co., is expected to dismiss its bid, having sold its only outlet, WLAW Boston-Lawrence, to General Teleradio Inc., owner of WNAC-TV there [B•T, May 11].

The network has proposed a far more extensive operation than either of its competitors. For one thing, its estimated construction cost of $1,907,887 is almost double the combined estimates ($972,763) submitted by WHDH and Greater Boston TV. Also, anticipated first year revenues of $1,270,000 far exceed Greater Boston TV's expected $700,000 or the $798,130 WHDH figured.

A breakdown of cost items showed $806,000 proposed for buildings, $488,400 for studio equipment and $363,647 for transmitters and antenna.

Like its competitors, CBS proposed an effective radiated power of 100 kw visual and 50 kw aural. It plans a 1,000-foot antenna located in Framingham and for a studio will use the Tremont St. building currently housing WEEI.

Extent of Grade A Contour

The Grade A contour would reach from above Nashua, N. H., on the north to below Providence and includes Worcester westward and Scituate, Mass., southeast on the Atlantic Coast.

Northampton, Mass., falls within the Grade B circle as does almost all of Rhode Island and all of Massachusetts except a stretch of Cape Cod between Barnstable and Provincetown and the islands of Martha's Vineyard and Nantucket.

In addition to broadcast interests already cited, CBS owns WCBS-AM-FM, WBBM-AM-FM, KNX-AM-FM, KCBS-AM-FM San Francisco, is 45% stockholder in WTOP-AM-FM-TV Washington and holds 47% interest in WCCO-AM-TV Minneapolis.

Included with the application is a statement of the network's balance as of April 4, 1953.

It shows CBS fortified by $63,698,441 in total current assets and $122,525,193 in total assets. Specifically, cash on hand totalled $14,823,551, inventories $13,445,392 and accounts receivable added $29,790,252.

Earned surplus was given as $39,205,305.

Among liabilities were listed $5 million in bank loans due within the year and another $30 million to be met between 1957 and 1973. Mortgages totalled $5 million and accounts payable $23,436,898. Current liabilities amounted to $38,539,901.

By far the most significant stockholder is Chairman of the Board William S. Paley, who controls 11.15% between his personal holdings and the interest of Shelter Rock Development Corp., which he owns. Adding the stock held by Samuel Paley, his father, the family equity amounts to about 12%.

FCC OKAYS STORER WBRC-AM-TV BUY

PURCHASE by Storer Broadcasting Co. of all the capital stock of the Birmingham Broadcasting Co. (WBRC-AM-TV) for $2.4 million was granted last Thursday by the FCC. Application for approval had been filed last month [B•T, April 13, March 30].

Storer earlier withdrew its TV applications for Wheeling, W. Va. (Ch. 9) and Miami (Ch. 10) [B•T, March 9]. This action was necessary because approval of the purchase of the Birmingham stations gives the Storer company the maximum of five TV outlets permitted by the FCC.

At the time that Storer filed its application for the WBRC stations, the company told FCC it was negotiating to sell WSAI-AM-FM Cincinnati so it would not have more than seven AM stations. While this maximum is not an FCC regulation, the Commission has frowned on one owner having more than seven standard broadcast outlets.

Storer had also noted no intention of changing personnel in the Birmingham stations pending study. G. P. Hamann is general manager and technical director, and J. Brewer, program director (WBRC), M. D. Smith III, program director (WBRC-TV), J. H. Callaway, commercial manager (WBRC) and Leon L. Reaves, commercial manager (WBRC-TV).

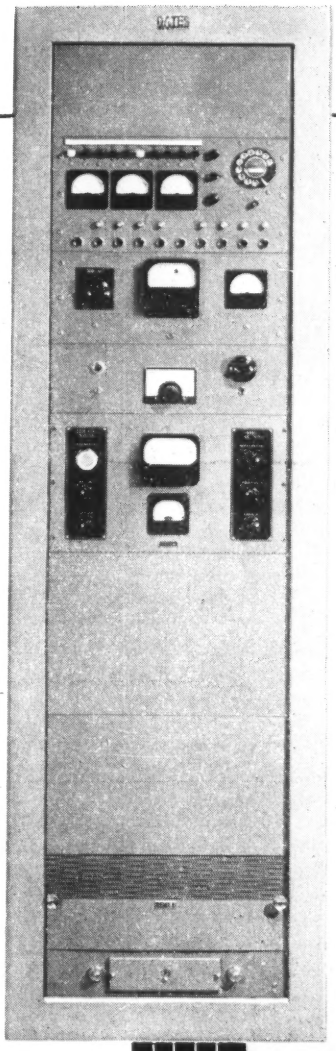
WBRC, established in 1925, operates on 960 kc with 5 kw. WBRC-TV began operating in 1949 and is on Ch. 6 with 35 kw. Both stations are affiliated with NBC.

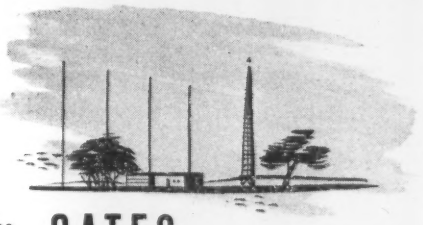
Mrs. Eloise H. Hanna was owner of Birmingham Broadcasting Co. She held all the issued stock. Under the contract with Mrs. Hanna, Storer had placed a $100,000 deposit on the sale. Agreement also showed net quick assets of approximately $73,000.

Storer also owns WJBK-AM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va.; WGBS-AM-FM Miami, WSAI-AM-FM Cincinnati, and KEYL (TV) San Antonio.

Gerity Granted Pontiac AM

NEW AM station at Pontiac, Mich., on 1460 kc with 500 w fulltime, directional night, has been granted by FCC to James N. Gerity Jr., operator of WGRO Bay City and WABJ Adrian, Mich. Finding that only slight interference would result to WCLC Flint, Mich., FCC approved Mr. Gerity's petition for removal from hearing. The grantee also is applicant for a new TV station at Bay City on vhf Ch. 5.





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GATES equipment for unattended operation is complete!

Yes, even the rack cabinets are provided and installation is a simple procedure. Only negligible alterations are required in transmitting plant and when installation is complete, operation is efficient and trouble free!

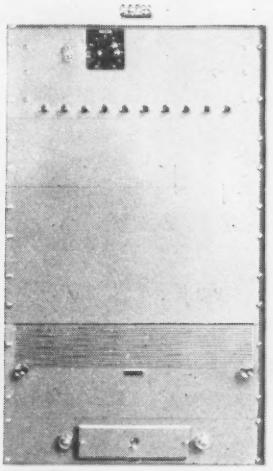
Two models, both very similar, are available. One is for use with GATES Frequency Monitor and the other for use with General Radio frequency monitoring equipment.

When you buy GATES equipment for remote control of your transmitting plant, as usual you receive the extras. Everything possible has been done to make it unnecessary for the installing engineer to run out and buy more to complete the installation. Standard equipment includes motor tune plate rheostat, including rheostat, all mounted on one chassis and ready to mount in the transmitter so you will not have to remove the present rheostat from your transmitter front panel. Also included is a unique radio frequency amplifier to air operate your modulation monitor. All equipment is supplied mounted and wired in rack cabinets. Even a complete diode type remote reading antenna meter is provided, eliminating alteration or reworking your present remote metering equipment.

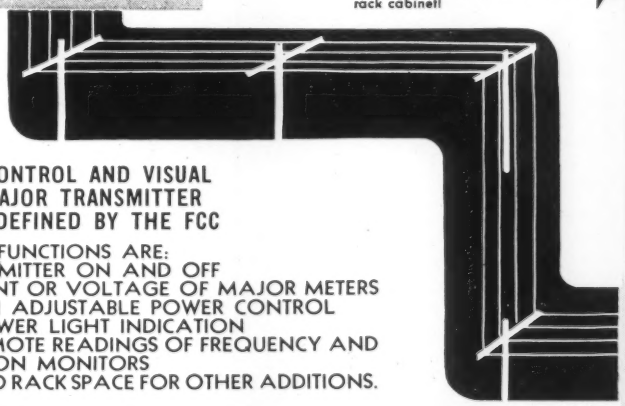
Design is around conventional dialing system with high quality stepping relays that operate heavier relays, some of which are part of your transmitting equipment and part of which are supplied with the remote package. Installations are actually tested on lengthy telephone lines installed at GATES plant for this purpose.

Whether you are using GATES equipment or that of other makes, you can't go wrong in selecting the *complete* remote control apparatus for unattended operation — GATES of course! The price? Very reasonable! Is installation service available? If you want it, but we doubt if it is necessary — simply because it is complete to begin with. Write, wire or phone any GATES office for complete information.

This is the complete transmitter installation — a waist high rack cabinet!



Here is the complete remote equipment used at the studio.



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KOIN, KGW MERGER MAY SPEED PORTLAND VHF CH. 6 GRANT

Pioneer Broadcasters, KGW licensee, would acquire a five-year option on 50% interest in the Mount Hood group, which owns KOIN. The proposal may come under FCC's new 'umbrella' protection policy.

PROPOSED merger involving KOIN and KGW Portland, Ore., competitors for vhf Ch. 6 there, may result in that TV hearing becoming the first to receive an expedited decision under the new "umbrella" protection policy reported by FCC Chairman Rosel H. Hyde on Monday for applicants who become sole survivors in such contests (see story page 56).

Under the merger plan, KGW's licensee, Pioneer Broadcasters Inc., acquires a five-year option to purchase 50% interest in Mount Hood Radio & Television Corp., licensee of KOIN. Pioneer's Ch. 6 application is to be "disposed of" in a manner which late last week was undecided, leaving the field free for a grant to Mount Hood. Since the case continues in hearing status, it would be immune to attack by any new competitive bid.

Following the proposed merger, KOIN would be retained but KGW would be sold to a third party to preclude common ownership of two AM stations in the same area, in accord with FCC's duopoly rule.

Negotiations for the sale of KGW already are underway, it is understood, with the prospective purchaser consisting of a group headed by West Coast broadcaster and representative John D. Keating. Consideration is said to be in the neighborhood of $400,000.

The merger plan is significant in that it could mean a prompt second TV service to Portland, now served only by KPTV (TV) on uhf Ch. 27. KPTV (TV), post-thaw grantee owned by Empire Coil Co., began operation only last September.

The KGW-KOIN Ch. 6 contest went before Examiner Elizabeth C. Smith for further hearing last Monday afternoon. It was continued until June 1 in view of the merger proposal and Chairman Hyde's announcement of policy revision before the Senate Interstate and Foreign Commerce Committee last week.

The record of the Ch. 6 hearing was officially opened Oct. 1, 1952, along with the other Portland channel contests, but was continued from time to time because of procedural litigation between KGW and KOIN and the precedence of hearings before the examiner.

Negotiations between KOIN and KGW on the merger plan have been underway about a fortnight, it was reported. Pioneer Broadcasters, upon acquiring 50% of Mount Hood's stock, also would be entitled to elect three of the seven members of the board of directors. Three others would be named by Mount Hood's present principals and the seventh director probably would be an attorney acceptable to both groups.

Theatre operator Ted R. Gamble, now 43.5% owner and board chairman of Mount Hood, following the proposed merger would become president while C. Howard Lane, now president, would become vice president in charge of the television operation. Harry H. Buckendahl, general manager of KOIN, would become vice president in charge of the AM and FM operations.

Principals in Pioneer Broadcasters are Samuel I. Newhouse Jr. and family, owners of the *Portland Oregonian*. The family also controls WSYR-AM-FM-TV Syracuse, N. Y.

KOIN is a CBS outlet on 970 kc with 5 kw directional night. KGW is an affiliate of NBC, assigned 5 kw directional on 620 kc.

There are several methods by which "disposition" of the KGW Ch. 6 television application might be accomplished. Under the new "umbrella" protection policy, the KGW TV bid could be dismissed, thereby enabling the examiner to enter an immediate decision granting the KOIN bid. Or, both parties could request the examiner to accept data on the merger plan and close the hearing record, the parties waiving initial decision and asking FCC to issue a prompt final ruling to grant KOIN and deny KGW. The course to be employed is expected to be worked out this week.

Conelrad Program Plans Needed by CD—Sterling

AS the nation's first emergency radio system network (Conelrad) went into effect May 15, FCC Comr. George E. Sterling warned that Civil Defense officials must do more in their planning "to program the stations for the purpose of disseminating vital civil defense information to the public."

Comr. Sterling, returning from an inspection of Conelrad operations in certain West Coast cities and conferences with air defense officials, said he found the Conelrad project "very efficiently organized and in preparedness on the part of broadcasters, the telephone companies and officers of the Air Defense Commands."

The Conelrad system permits standard radio to remain operating during an emergency while preventing enemy bombers or guided missiles from "homing" on broadcast radiations. Most radio stations would go off the air (TV and FM stations would go off completely) and citizens would receive messages only at the 640 and 1240 kc frequencies. (For detailed Conelrad data see FOR THE RECORD, May 4).

The broadcasting industry has provided $2 million of its own funds to provide facilities for the system.

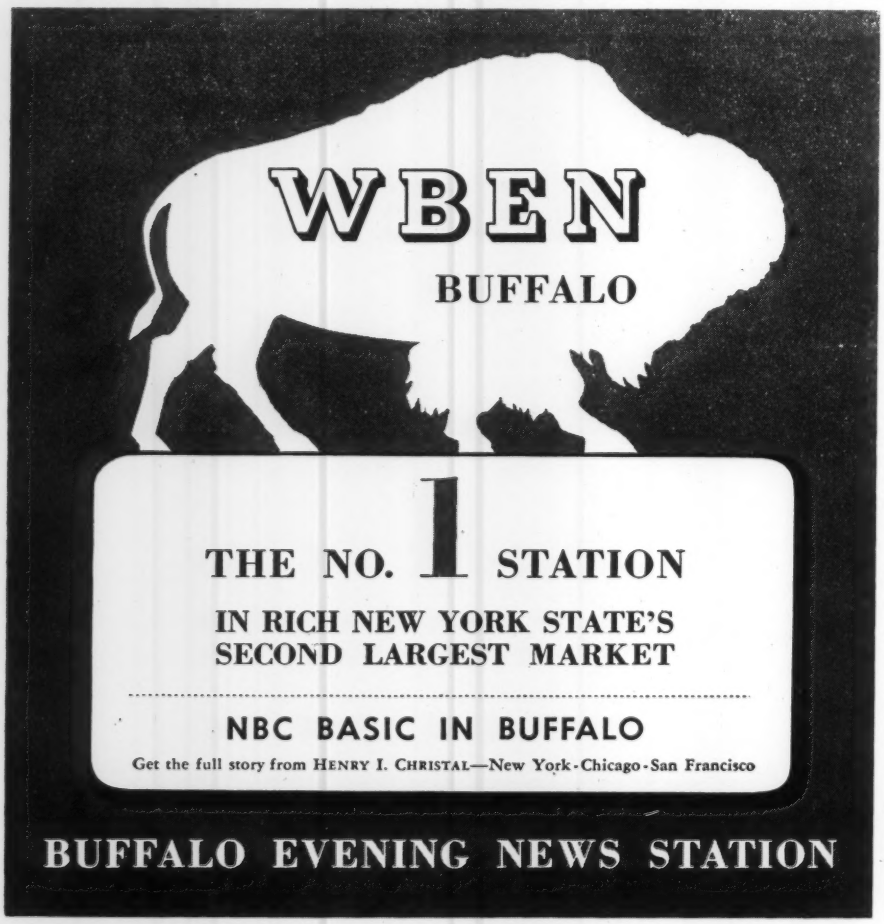
Meanwhile, FCC announced last Thursday that it has modified the license authorizations of about 1,500 AM stations, effective May 15, to enable them to conform their operations to the Conelrad plan.

Three Communications Bills Sent to Senate Last Tuesday

HOUSE last Tuesday passed and sent to the Senate three bills on communications. They were approved by the House Commerce Committee a fortnight ago [AT DEADLINE, May 11].

Bills are HR 4558, which would extend the time the FCC has to act on a protest from 15 to 30 days; HR 4557, which would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and HR 4559, which would reduce penalty provisions for violating the Communications Act from a felony to a misdemeanor for the first offense.

All the bills were sponsored by FCC.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ONLY A FEW WEEKS LEFT TO GET ABOARD THIS HOT WEATHER PROMOTION

"The greatest selling plan ever presented in the Pacific Northwest" —the KEX SUMMER BANDWAGON, is again scheduled for a campaign this year, to start June 15th for 12 weeks through September 5th. The "Bandwagon" is a combination exchange of promotion between KEX and Portland's leading food outlets for the benefit of KEX advertised products who maintain an established minimum required schedule during the 12-week period.

THE BIGGEST Grocer Grossers in the Portland metropolitan area are cooperating with KEX in this *second* summer of sensational sales promotion.

And ALL-YEAR 'ROUND Merchandising, Too!

KEX-*tra Values:* A complete merchandising service by an experienced staff, regularly servicing the biggest and best stores in the Portland area. Every week these stores attract 540,000 customers who spend nearly $2 million. (About 60% of the total weekly Portland Food Stores Sales.)

For complete details of BOTH MERCHANDISING SERVICES see KEX Sales or Free & Peters

KEX Oregon's *Only* 50,000 Watt Station
ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc • KEX • KYW • KDKA • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

FCC MAY GET $300,000 MORE

Senate passes Independent Offices Bill, approving funds boost for FCC's fiscal 1954 operation to help Commission process additional TV applications. Total FCC appropriation recommended is $7.4 million.

COMPROMISE was struck in the Senate last Wednesday to give FCC an additional appropriation of $300,000 to take a bigger bite in the TV application load.

Sen. Edwin C. Johnson (D-Colo.), ranking Democrat on the Senate Interstate & Foreign Commerce Committee, supported by colleagues from TV-hungry states, forced the issue before the Senate.

The funds for FCC's 1954 fiscal operation were voted unanimously Wednesday. Total FCC figure, recommended by the Senate, now stands at $7.4 million, $300,000 more than the House approved. Next step will be for Senate-House conferees to agree on just how much FCC will get. Their report must be accepted by both houses before the President can sign the funds bill (Independent Offices Bill).

The $300,000 was agreed upon by the Senate Appropriations Committee and Sen. Johnson, after contact was made with FCC Chairman Rosel H. Hyde. Sen. Johnson said the money was "acceptable" but was "far from adequate." He predicted the sum would give the FCC an additional seven examiner teams. FCC now has 10 examiner teams working on TV. The House-approved bill would have given FCC another seven examiners. Thus, the overall increase in the Senate version would give FCC a total of 24 examining teams.

Technically the accepted amendment was offered by Senate Majority Whip Leverett Saltonstall (R-Mass.). It reached the sympathetic ears of Sens. Homer E. Capehart (R-Ind.); Burnet R. Maybank (D-S. C.)—he said he would do his "best" in conference to retain the figure; Spessard L. Holland (D-Fla.)—he wanted assurance that FCC would revise its procedures; William Langer (R-N. D.)—he said he would have voted for the entire sum requested by Sen. Johnson; Dennis Chavez (D-N. M.), and Arthur V. Watkins (R-Utah).

Sen. Saltonstall said Chairman Hyde informed him that there were about 600 applications on file and that 250 more were expected before the year was out. One team could handle about 15 applications yearly; 17 could handle 255 applications per year.

He noted that FCC, as indicated in the Senate Appropriations Committee report [B•T, May 18], could return to Congress and request an additional appropriation "if the Commission can recruit the men required."

Sen. Johnson originally had proposed an additional $618,440.

Sen. Johnson, in pushing his battle for more FCC funds to process TV, warned colleagues last Monday that Congress would be continuing the TV station freeze by not providing more money to hire additional examiner teams.

Supporting his fight were Democratic Sens. George A. Smathers and Holland, both Florida, and John C. Stennis of Mississippi.

Both Sens. Johnson and Smathers referred to FCC testimony given that day to the Senate Commerce Committee (see story, page 56).

Summary of Sen. Johnson's position:

- He would provide for a total of 40 examiner teams. They could process applications at such a rate as to permit clearing of the backlog in TV cases in one year. Otherwise, he cautioned, there may be as much delay as five years.
- "Dragging out" of hearings would result in higher costs. Therefore, government spending for TV now would mean less cost later.
- Senate Appropriations Committee is "misinformed" in believing the "bottleneck" is in FCC rather than with the number of hearing examiners. (It was precisely on this point that Senate leaders could not agree and which forced postponement of further consideration of the Johnson Amendment to Wednesday).
- By appropriating additional money, Congress "can set in motion a chain reaction which in two years' time will create billions of dollars in business." It would increase employment, advertising and selling would be stimulated and set sales would be at least doubled.

GET **MORE** THAN YOU **BARGAIN** FOR

ORIGINAL GUARANTEE

*28,000 SETS

28,000

37,790

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RADIO-TV MANUFACTURES ASSOC. BY COUNTIES

*NUMBER OF SETS IN KOLN-TV AREA

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KOLN-TV CHANNEL **12**

LINCOLN, NEBRASKA

26,900 Watts-Visual
13,400 Watts-Aural

WEED TELEVISION—NATIONAL REPRESENTATIVE

Bids for TV Directionals Believed to Be First

TWO requests for television directional antennas were tendered to FCC last week, believed to be the first to ask such operation.

Versluis Radio & TV Inc., permittee of uhf Ch. 35 WTVM Muskegon, Mich., petitioned for modification of its authorization so as to specify slight directionalizing of its antenna to put minimum required signal into a public park just within the city. The technicality was undercovered by WGRD Grand Rapids, Mich., during FCC's hearing on the WGRD protest of the TV grant to Versluis [B•T, April 27].

The other directional antenna request came from KRIO-TV McAllen, Tex., permittee for uhf Ch. 20 with effective radiated power of 86 kw visual and 49 kw aural. The antenna would be directionalized to put greater signal over the lower Rio Grande Valley. ERP in the maximum direction would be 566 kw and in the minimum direction 61 kw, it was reported.

Radio-TV Rates Exemption Voted in 'Controls Standby'

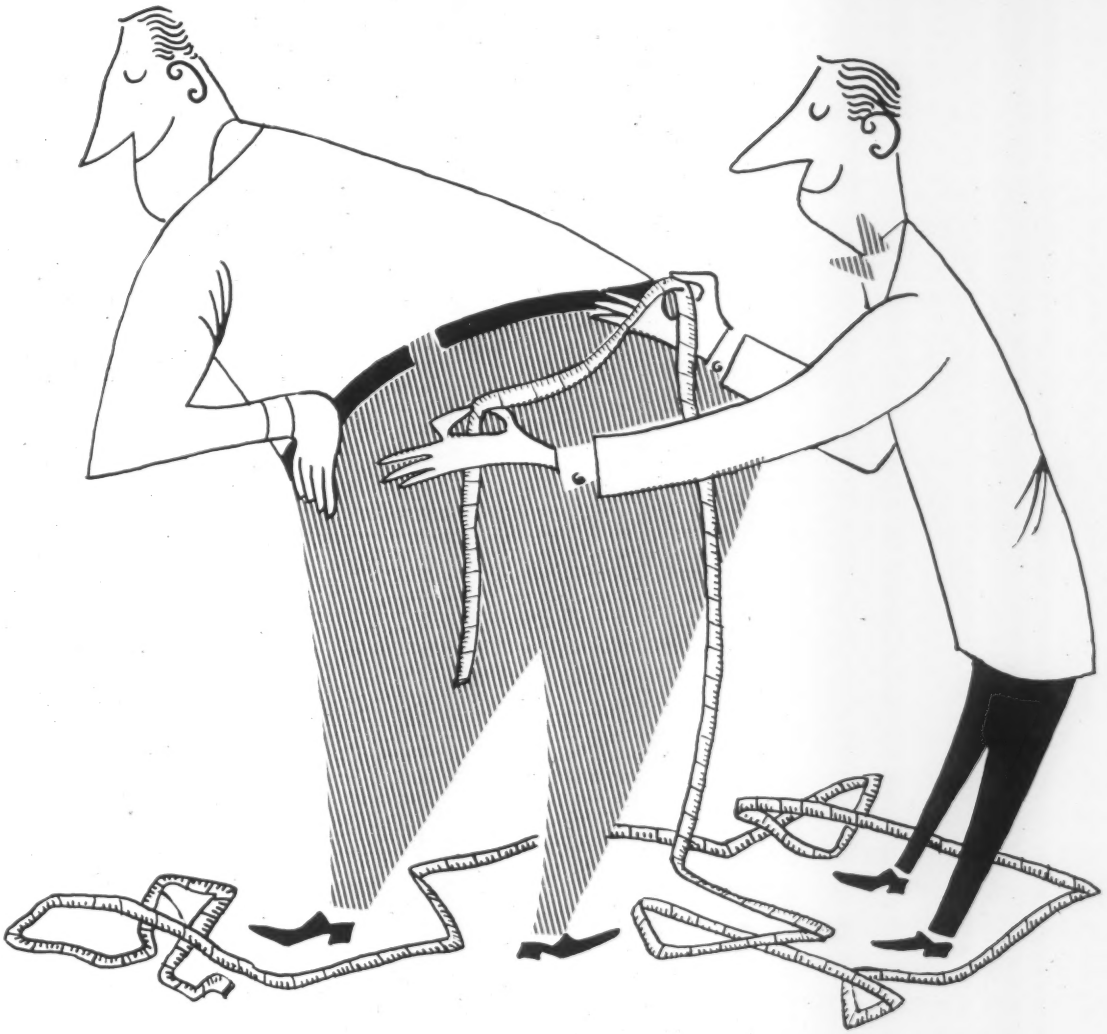
EXEMPTION of radio-television station rates from 90-day emergency "standby controls" was voted in the measure passed by the Senate last Tuesday.

The amendment exempting radio-TV and printed media was offered by Sen. Price Daniel (D-Tex.).

"These controls are essentially commodity controls, while the newspaper, radio and television rates . . . are more like fees for professional services. Authority to control these rates would permit undue government interference with our press and radio," Sen. Daniel said.

The last controls law enacted by Congress similarly exempted radio and TV stations from rate controls. Wages were frozen, however.

Senate bill was sent to the House for consideration.



"There was a big man from Dubuque"

He weighed 275 pounds. Still does. He used to make his pants from sail cloth. No more. He heard about Yager's*.

Yager's "Mr. Big Department" is to the out-sized man what Brooks Brothers is to no shoulders. The man from Dubuque and lots of other well-*er*-heeled Eastern Iowans constitute Yager's "large" following, thanks to a consistent advertising program.

**On radio. WMT, in fact.*

CEDAR RAPIDS

WMT

Moral: They do things in a big way in Eastern Iowa.

• 500 watts • 600 kc • Basic CBS Network • Represented Nationally by The Katz Agency

Tampa TV Proposes Cooperative Operation

TAMPA TV Co. last week proposed cooperative interim operation of Ch. 13 in Tampa, Fla. by three applicants pending final decision as to which wins the FCC decision and the subsequent court actions that Tampa TV predicts will ensue.

The reaction was frosty, but Tampa TV's proposal is noteworthy in that it is the first application of the suggestion made by Paul R. Bartlett, president of KFRE Fresno, which is pitted against KARM for Ch. 12 there [B•T, March 2].

Tampa TV's adversaries are Tampa Times Co. (WDAE) and Orange TV Broadcasting Co. In a letter postmarked May 15 it suggested that the three applicants join hands in Tampa at the same time they are opposing one another in Washington—for the overriding consideration of bringing "high quality vhf television to the people of Tampa Bay."

A damper was quickly put on the proposal by the *Tampa Times*, which ran Tuesday full texts on both Tampa TV's letter, signed by W. Walter Tison (KALM), vice president, and the newspaper's refusal as expressed by David E. Smiley, president.

The record in the Tampa Ch. 13 hearing is scheduled to close June 3. In his letter, Mr. Tison outlined a timetable of legal maneuvering running through the initial decision, filing of exceptions, argument, petitions for rehearing, final decision ("well into 1954") and an appeal to the courts, winding up "well into 1955."

While seeing no way to avoid this delay, Mr. Tison felt telecasting could begin if the three applicants formed a corporation, owned equally by each, which would petition FCC for a permit to construct and operate an interim Ch. 13 outlet, pending final disposition of the case.

In his biting reply published in the *Tampa Times* alongside Mr. Tison's proposal, Mr. Smiley challenged the suggested lengthy chronology leading up to a final decision; cited the imminent operation of WSUN-TV St. Petersburg (uhf Ch. 38) as providing potential TV fare for Tampa; doubted whether FCC would approve the plan, and claimed that the interim station's low power could not offer a picture "either adequate or something of which we could be proud."

Orange TV's reply was in the process of composition at press time, but from remarks of its Washington attorney, Marcus Cohn, the implication is clear that Mr. Tison will be unequivocally rebuffed.

New International Information Plan Seen on Capitol Hill

WASHINGTON officials are of the opinion the time is drawing near when a new U. S. information program, as part of an overall propaganda agency, will be revealed publicly.

Giving credence was the prediction last week by Sen. Bourke B. Hickenlooper (R—Iowa), whose Senate Foreign Relations subcommittee has been investigating the U. S. information program abroad, that a reorganization plan may be offered this week by the Eisenhower Administration.

While changes may be in the wind, Dr. Robert L. Johnson, who heads the IIA, said reports he is resigning "are completely erroneous."

Other Voice developments:

• VOA's Washington Program Center was abolished. At a cost of $110,815 a year and a staff of 17 (to be dismissed by June 15), the center produced an average 175 radio recordings monthly, a daily 15-minute broadcast and a selected radio news file for the central desk in New York. Guests have included congressmen, diplomats and government department officials. It was expected the center would be shifted in time to New York, a move disfavored by Sen. Karl E. Mundt (R-S. D.) who thought it better if all VOA New York offices were shifted to the Nation's Capital. He described the center's performance as a "very valuable and useful service."

• Work of the 15-man International Press Service will be transferred to Washington from New York as will the New York administrative office of the information program which will be consolidated with the Voice set-up in Washington.

• State Dept. is consolidating other operations. All the moves are designed to trim 830 persons from the payroll of its information services.

• Raymond Swing, former network radio news commentator, resigned as VOA's chief political analyst, charging VOA had been crippled by "slanderous attacks" and accusing State of failing to back up its own staff.

KMYR Asks FCC to Strike NBC's Ch. 4 Case Memo

MOTION to strike the entire NBC memorandum and part of the KOA Denver reply to proposed findings in the Denver Ch. 4 TV case [B•T, May 18] was filed by competing KMYR Denver last week. KMYR also objected to the KOA reply on the ground that the points made constituted a request to change its case after the hearing had been concluded. Both NBC and KOA have filed oppositions.

Hope Relationship

In moving to strike the NBC memorandum —which held that relationship of Hope Productions Inc. (Bob Hope) and NBC was that of a creditor-debtor—KMYR claimed NBC was not a party to the hearing and therefore its document should not be accepted. It also held that the KOA reply included new material which was not the subject of examination during the hearing. This was the resolution passed by Hope Productions late last month to pay off the $1.25 million after KOA received its TV grant.

Even if the Hope group pays off the NBC note, the relationship of the noted radio, TV and screen comedian with NBC would be still too close, the KMYR supplemental proposed findings stated. KMYR also answered the KOA and NBC claim that the Commission had already passed on the Hope-NBC relationship when it approved the sale of KOA to the Denver-Hope group last year by stating that that decision has no bearing on the TV application.

Action on Census Funds Today

SENATE Appropriations Committee is expected to rule today (Monday) on restoring funds for business censuses in the Dept. of Commerce's fiscal 1954 appropriations bill. Subcommittee studied the situation last Monday. Funds for a new business census were knocked out by an economy-minded House [B•T May 11 et seq.].

MARY LOUISE MARSHALL

Stuffed 'em With Marshwood Stuffing

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

Dad's Cookie Company—makers of popular brand of breads and cookies—also make Marshwood's Sage & Onion Stuffing, a dressing for poultry. To promote this product, they bought two participations on the WOC "Shopping With Mary Louise Marshall" program the week before Thanksgiving—the week before Christmas—the week before New Year's Day.

Before Thanksgiving, sold more than 2,000 packages of Marshwood—retail price 35¢ a pkg. Then came the deluge. Firm head Lawrence Kohler says: "Mary L made demand for Marshwood stuffing so big that our route men dreaded going out on their routes; they knew they couldn't supply retailers' wants. Most of our workers came back at night to help us prepare and package this stuffing. Even then we couldn't catch up with demand. We haven't yet been able to figure out how many packages we sold but we can tell you this—*sales were terrific.*"

If you are interested in "terrific sales" in the Quint-City area, ask your nearest F & P man about the "Shopping With Mary Louise Marshall" . . . it's a real sales-winner.

WOC

THE QUINT-CITIES AM • FM AND TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa

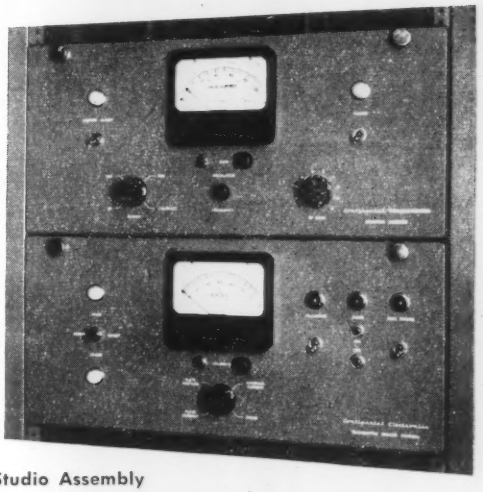
Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Greater Convenience and Economy in Radio Broadcasting... with new

Continental

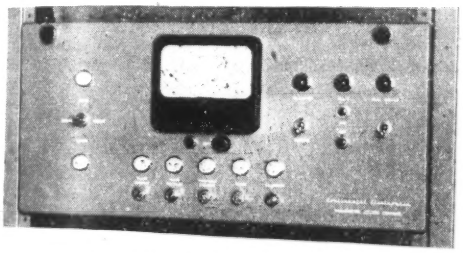
TRANSMITTER REMOTE CONTROL EQUIPMENT



Studio Assembly
Type MR-1 Receiver and
Type TRC-S Remote Control Unit

GENERAL DESCRIPTION

The Continental Transmitter Remote Control Equipment has been developed for the purpose of providing a simplified and positive means of operating, metering, and monitoring a radio transmitter from a remote location such as a broadcast station studio. The system employed is designed to meet all the requirements of the FCC and also contains a number of additional features that are incorporated for the purpose of enhancing the convenience and reliability of this type of transmitter operation.



Type TRC-T Transmitter Control Unit
to be installed at Transmitter Location

The equipment consists of three main units – a transmitter control unit, a remote control unit, and a high quality tuned RF type of radio receiver. The transmitter control unit is to be installed at the transmitter location. The remote control unit and radio receiver are intended for installation at the studio or control point. When installed and interconnected through appropriate telephone lines, these control units afford all of the facilities for positive operation and metering of the transmitter. The monitor receiver provides additional checks on the condition of the carrier, provides signal energy for the modulation and frequency monitors and a high quality audio output for aural monitoring.

FEATURES

OPERATIONAL–The Continental Transmitter Remote Control system provides positive OFF and ON control for the transmitter and is arranged so that the transmitter will be incapacitated if the interconnecting telephone lines become open, shorted, or grounded. The following control functions are included:

1. *Transmitter filaments and plate supply OFF and ON controls provided with a time delay arrangement which automatically affords protection for rectifier tubes.*
2. *Provision for raising or lowering output transmitter power by operation of a reversible motor control.*
3. *Provision for power change to "FULL" or "REDUCED" power if station license specifies this mode of operation. Arrangement for removal of plate voltage during power change.*
4. *Provision whereby transmitter overloads remove plate voltage and are indicated at the control point. Plate voltage is restored automatically one time and then locks out, if overload continues, until restored manually.*

METERING–Metering facilities provide all the readings required by the FCC and in addition a spare position is included that may be used for whatever other function that may seem desirable. A system for calibration of the metering system is included and is so arranged that any of the metering positions may be checked against calibration at the time the reading is being observed. The following metering positions are provided:

1. *Final Amplifier Plate Current*
2. *Final Amplifier Plate Voltage*
3. *Antenna Base or Shunt Feeder Current*
4. *Spare Position*

MONITORING–A high quality tuned RF type of radio receiver is included for the purpose of serving as a double check on the condition of the transmitter carrier. This receiver contains a calibrating oscillator and an output meter which may be used to indicate field intensity from the station and thereby provides a second check on transmitter power output. This receiver also incorporates output connections for operating the station's modulation monitor and frequency monitor. It also contains a carrier pilot light and an alarm arrangement which can operate a bell or buzzer to indicate aurally when the carrier is removed or restored.

MECHANICAL–The equipment is constructed for installation on standard relay racks and the space requirements are two 8¾" panel widths at the studio or control point and one 8¾" panel width at the transmitter. Power requirements are 115 V., single phase, 60-cycle at each location.

LINE REQUIREMENTS–Two telephone lines are required for interconnecting the studio equipment and transmitter equipment. One of these must be a straight metallic circuit and suitable for direct current operation. The other line must also be suitable for direct current operation, but may be isolated with line transformers and used simultaneously for a communication circuit of the magneto phone type.

Distributed by GraybaR ELECTRIC COMPANY
IN OVER 100 PRINCIPAL CITIES

Continental Electronics
MANUFACTURING COMPANY
4212 S. Buckner Blvd. Dallas 10, Texas

HENNOCK OPPOSES WISCONSIN CH. 10 BID

Commissioner maintains FCC rules will not permit a state's filing for an educational channel. Gov. Kohler submitted Wisconsin's bid last Monday. "Washington Post" stories allege political implications involving McCarthy, Kohler and Doerfer.

FCC Comr. Frieda B. Hennock wants the Commission to throw out the newly filed competitive bid of Wisconsin Gov. Walter J. Kohler for reserved vhf Ch. 10 at Milwaukee on the grounds the state cannot file for an educational TV station under FCC's rules, it was understood last week.

The governor's application, tendered last Monday just days after expedited state legislation empowered his move [B•T, May 18], is in contest with the Ch. 10 bid of Milwaukee's Vocational School. The city's mayor, Frank P. Zeidler, has telegraphed FCC to protest the governor's "surprise action." Ch. 10 also is sought by Hearst's WISN Milwaukee for commercial use.

It is reported Comr. Hennock favors the Vocational School bid.

The *Washington* (D. C.) *Post* has carried stories alleging the three-way Ch. 10 contest has political implications involving Sen. Joseph McCarthy (R-Wis.), Gov. Kohler and FCC Comr. John C. Doerfer, formerly chairman of the Wisconsin Public Service Commission. The allegations have been denied in all quarters.

Some weeks ago, just before Comr. Rosel H. Hyde was elevated to the Chairmanship and the Commission lost its Democratic majority, then-Chairman Paul Walker and ex-Comr. Eugene H. Merrill were called before Sen. McCarthy's Government Operations Committee for a reported conference on Ch. 10 at Milwaukee [CLOSED CIRCUIT, April 20].

Comr. Hennock reportedly based her view that the governor's application is illegal upon Sec. 3.621 of FCC's rules governing authorization of educational bids.

Sec. 3.621(b) provides:

Where a municipality or other political subdivision has no independently constituted educational organization such as, for example, a board of education having autonomy with respect to carrying out the municipality's educational program, such municipality shall be eligible for a noncommercial educational television broadcast station. In such circumstances, a full and detailed showing must be made that a grant of the application will be consistent with the intent and purpose of the Commission's rules relating to such stations.

The governor's application, prepared by the state's attorney general and filed through the Washington law office of Dow, Lohnes & Albertson, is the first of several which the new legislation requires the governor to file for all of the state's 11 reserved educational TV channels. Gov. Kohler wired FCC May 12 immediately after the legislature acted and asked the Commission to withhold action on the Vocational School's bid pending receipt of the state's application.

After receiving the governor's wire, FCC passed over the Vocational School's application with Comr. Hennock dissenting and favoring prompt action.

The governor's wire was based on legislation which called for a two year study of educational TV, asked FCC to continue reservation of channels pending completion of the study, authorized the governor to file the bids and expressed the "opinion" of the legislature that the channels should be used by the highest educational authority in the state.

Three AM, One FM Approved by FCC

THREE new AM stations and one new FM outlet were approved by FCC last Thursday. Two existing AM and two FM outlets were granted changes in facilities.

New AM construction permits went to the following:

Decatur, Ala.—J. B. Falt Jr., 1490 kc, 250 w fulltime.

Lake City, S. C.—Lake Bestg. Corp., 1260 kc, 1 kw daytime.

Fairfield, Ill.—Wayne County Bestg. Co., 1390 kc, 500 w daytime.

The new FM permit went to:

Crossville, Tenn.—Arthur Wilkerson Lumber Co. (WAEW), Class B FM, Ch. 246 (97.1 mc), ERP 9 kw.

Changes in facilities were as follows:

KUGN Eugene, Ore.—Granted change on 590 kc from 1 kw fulltime to 5 kw day, 1 kw night.

KSVC Richfield, Utah—Granted change from 1 kw daytime on 690 kc to 1 kw fulltime on 980 kc, directional night.

WRRN (FM) Warren, Pa.—Granted change of ERP on 92.3 mc from 2.3 kw to 3 kw.

WKFM (FM) Roanoke Rapids, N. C.—Granted change of ERP on 98.5 mc from 16 kw to 10 kw.

For Fireside Chats

NEW production gimmick in the White House basement—a quilted drop that enables noisy newsreel cameras to work in the broadcast room without disturbing sound tracks of radio and live TV—was tried out Tuesday when President Eisenhower delivered his radio report to the nation (story on this page).

The curtain was installed Monday. It contains an adjustable horizontal aperture through which newsreel cameras shoot. Only a minimum amount of noise gets through to the desk microphones used by the President.

A gray backdrop behind the desk provides a satisfactory background for the President. With its quota of receptacles, the room can now be set up on short notice so radio, TV and newsreel facilities can do a good production job simultaneously. The broadcast room has space for two live TV cameras on the flanks and another in front of the apertured curtain.

The President used the facilities for a second time Wednesday evening in making a closed circuit telecast in connection with the 50th anniversary of Ford Motor Co.

IKE MAKES HISTORY IN BOTH RADIO, VIDEO

HAVING made radio history last week by refusing to let TV carry his first report to the nation, President Eisenhower is now preparing to make television history with a visual report to the people in his talk June 3, 9:30-10 p.m. on all four TV networks.

The TV appearance will be informal in nature, judging by present White House planning. It is felt the President's warm personality will be portrayed during a chatty video appearance, in contrast to the more stilted delivery during last Tuesday's radio talk when the Chief Executive closely followed a serious and statistical script.

For the first time last Tuesday, a President of the United States used the new broadcasting room for a report to the nation. The room was built during reconstruction of the White House. Its multi-arched basement ceiling as well as floors and walls are sprinkled with an assortment of plugs, including cables to a series of plugs available to remote trucks outside the building.

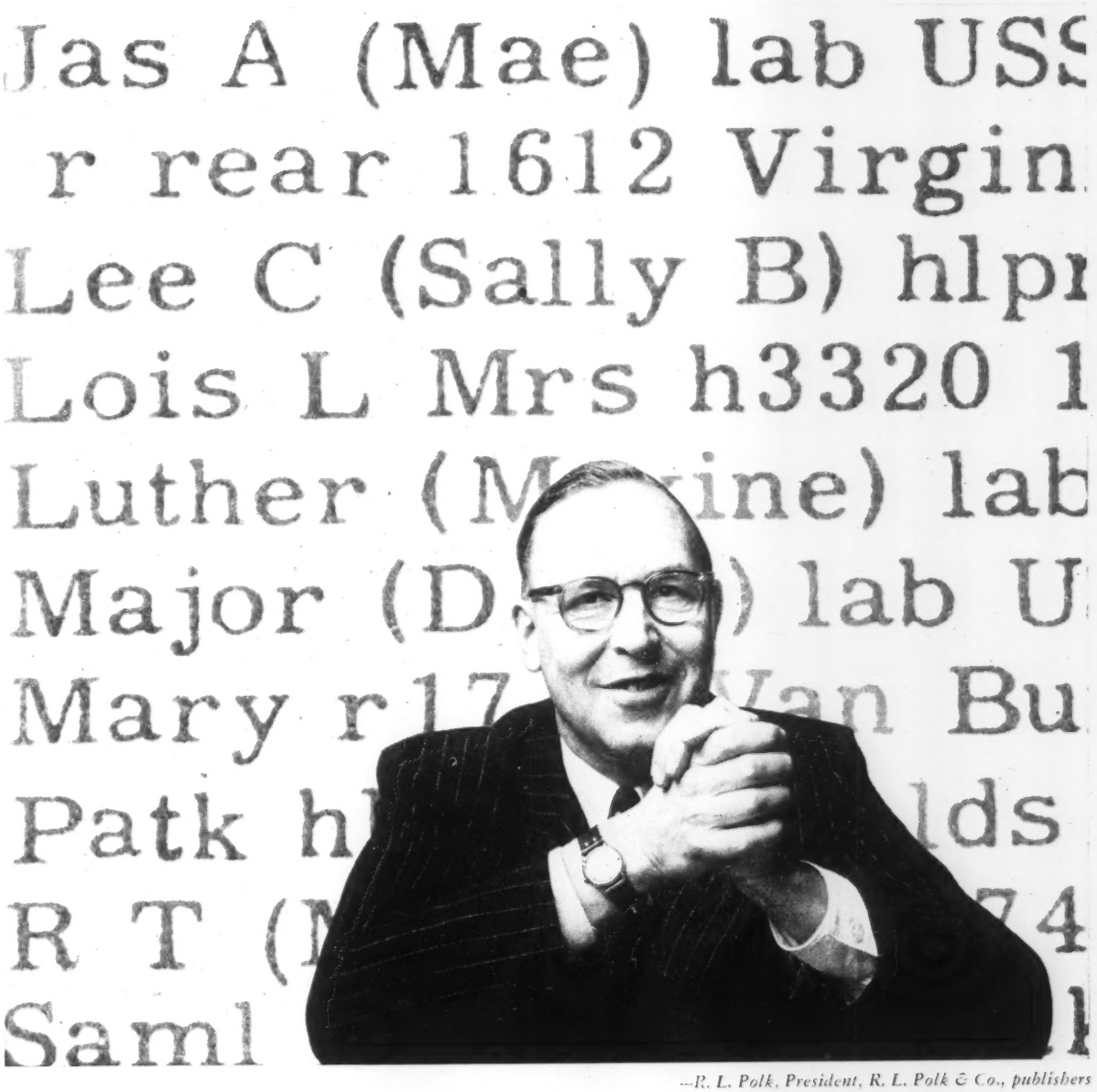
While the room was completed during the Truman regime, President Truman preferred to broadcast from his office. The studio was originally the White House kitchen. It is furnished with a desk and a few odd chairs.

Television and newsreel cameras were allowed to pick up part of last Tuesday's radio speech at 4:30 p.m., with an 11 p.m. release date. The President made another "first" by opening his film summary with the statement that he was giving the TV audience some highlights of the speech he had just delivered on radio.

It appeared at the weekend that President Eisenhower might bring in some of his top Cabinet officials to share the telecast. This plan was reminiscent of the 1952 campaign when he used informal question-answer formats. In this first TV report, it was believed he might call on Cabinet officers to explain in detail why certain actions have been taken.

Saginaw - Bay City, Michigan
THE NATION'S 66TH MARKET
is NOW satisfying
AN ENORMOUS APPETITE FOR
"The Real Thing" in Television
Top Nationally-Syndicated Shows
Programs from Four Networks
Local Features, too!
WKNX-TV
REPRESENTED BY: GILL-PERNA, INC.

XUM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—R. L. Polk, President, R. L. Polk & Co., publishers

He has your name and address!

"We have the names and addresses of forty million people who own automobiles," says R. L. Polk, "—and that's only *one* of the ways we might have you listed!

"We release up to 2½ million advertising mailings a day to these lists. But kits, catalogs and displays—always subject to last-minute changes—must reach the dealers first.

"That's when we call on Air Express!

"For one auto manufacturer, we recently made Air Express shipments to 3,000 dealers, not once but *three times*, just before the new model announcement date. Every one of those shipments *had* to be on time—and every one was!

"Only Air Express could have done it. Yet their rates are not only reasonable – in many weights and distances they are *lower* than other air carriers.

"We have made upwards of 35,000 Air Express shipments over the past four years, ranging in weight from a few pounds to more than a thousand. This top-speed, *dependable* low-cost service helps us give maximum service to our advertisers. Our use of Air Express will increase another 27% this year."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS

GETS THERE FIRST

via U. S. Scheduled Airlines

DUMONT PETITION AGAIN DENIED

DuMont's contention about its connection with Paramount is denied for the second time. The decision means that the network and Paramount can own only five TV stations.

FCC reaffirmed its belief that Paramount Pictures Corp. "controls" Allen B. DuMont Labs. when it denied a DuMont petition last week for reconsideration of its earlier decision on that subject [B•T, Feb. 16].

Whether DuMont will appeal the final decision was uncertain last week. There was some indication that the manufacturer-broadcaster would not pursue the case any further.

Dissenting from last week's opinion, as they did in the original decision, were FCC Chairman Rosel H. Hyde and Comr. George E. Sterling. Comr. John C. Doerfer did not participate. In his initial decision last year, Examiner Leo Resnick (now in private practice) recommended that the Commission find Paramount Pictures does not control DuMont.

Final FCC decision limits DuMont-Paramount together to five TV stations under the five-to-a-company regulation. DuMont already owns three—WABD New York, WTTG Washington and WDTV Pittsburgh. Paramount owns one—KTLA Los Angeles.

Dr. DuMont told B•T last week that DuMont would apply for another station. However, he could not say where or how soon it would apply. Paramount officials were unavailable for comment on their plans to seek another station.

The Commission refused to change its mind on the inference of control enjoyed by Paramount even though DuMont pointed out instances where Dr. DuMont and the Class A directors had voted contrary to the Paramount directors' recommendations. DuMont also made the point that there had been no proxy fights to unseat the management of Dr. DuMont.

The Commission also said that another factor which convinced it that Paramount has a favored position in DuMont was the fact that as owner of all Class B stock it elected the secretary, treasurer and assistant treasurer of the firm.

Commission summarized the reasons why it refused to change its mind on the control issue. They were that Paramount (1) is the largest single stockholder in DuMont, (2) owns all the Class B stock and elects three of the eight directors, (3) has a veto power over various major corporate changes, (4) elects the financial officers of the company, and (5) put its " 'best business' " on the DuMont board.

In 1948, an examiner ruled that DuMont was controlled by Paramount. This was never decided by the Commission, however, so last week's opinion is the first official FCC ruling on the question.

•

FCC COUNTERS COURT ON CHICAGO ORDER

FCC moved quickly last Thursday following a Court of Appeals stay order prohibiting CBS from moving to Ch. 2 in Chicago until after it decided the merits of the Zenith Radio Corp. appeal. The Commission asked CBS and Zenith to submit applications regarding the changeover so that Ch. 4 might be deleted from Chicago as quickly as possible.

Although the court stayed the Commission's February order to CBS to move its WBBM-TV from Ch. 4 to Ch. 2, it listed four alternatives which the Commission could take if it wants to clear Ch. 4 in Chicago. These were the conditions referred to by the Commission in Thursday's letter to CBS and Zenith asking for applications not later than May 27. Rebuttals to applications were allowed until June 3.

The four alternatives approved by the court were:

1. Approve CBS' move to Ch. 2 on a temporary basis. This is what the Commission did in the Lancaster, Pa., case when WGAL-TV moved from Ch. 4 to Ch. 8 temporarily, pending the outcome of a hearing on the application of WLAN Lancaster for Ch. 8.

2. Approve CBS' move to Ch. 2, provided CBS leases Zenith's experimental Ch. 2 facilities.

3. Approve the change of WBBM-TV to Ch. 2, provided it is operated as a joint CBS-Zenith venture.

4. Approve Zenith's operation on Ch. 2.

Time Inc.'s KDYL Buy Includes $720,000 Assets

IN PURCHASING the radio and television properties of KDYL Salt Lake City, Time Inc. receives broadcast station assets of $720,000, it is disclosed in the application filed for FCC approval. Sale price of KDYL-AM-FM-TV is $2.1 million [B•T, May 18, April 6].

KDYL values its net fixed assets at $355,000 and accounts receivable at $129,000. Among liabilities are $135,000 in bank loans, $33,700 marked as accounts payable and TV equipment contracts amounting to $178,774. Time Inc. does not assume $93,681 of that figure, which is owed to RCA. Intermountain Radio & TV Corp., KDYL licensee and transferor, showed $91,820 in retained earnings and $13,934 profit for last year.

Time Inc., which is 50% owner of KOB-AM-TV Albuquerque, is dividing the 20,000 shares of Intermountain stock between two wholly owned subsidiaries: TLF Inc. (14,800 shares) and Printing Development Inc. (5,200 shares), which will own all fixed assets, excluding land.

There are three major beneficiaries of the sale. Sidney S. Fox held 10,740 shares of Intermountain and receives $1,127,700; Hazel (3,449 shares) and Fred Provol (1%), $362,250, and Jessie F. Loeb (4,100 shares), $430,500.

G. Bennett Larson, most recently vice president and general manager of WPIX (TV) New York, will take over as president and general manager of the stations and has been permitted to buy 20% of TLF for $50,000.

FCC Voices Pro Reaction After Viewing RCA Color

MEMBERS of FCC expressed favorable reaction last week to improvements in RCA's compatible color TV system which they witnessed in demonstration at Princeton, N. J., Tuesday. The private, informal showing for FCC, at which RCA's board chairman, Brig. Gen. David Sarnoff, was host, duplicated the open demonstration held earlier for the House Commerce Committee and the press [B•T, April 20].

The Commissioners, excepting Comr. E. M. Webster, now abroad, spent Tuesday morning at RCA's Princeton laboratories where they watched special color TV programs and examined RCA's color equipment. In the afternoon, they toured NBC's color studios in New York City .

Chairman Rosel H. Hyde told B•T the demonstration was "impressive" and felt considerable progress has been made. He pointed out, however, that the inspection was informal.

Comr. George E. Sterling thought that definite advances had been made in stability, fidelity and registration.

RCA's color TV system "is greatly improved over what it was in 1949," Comr. Paul A. Walker noted.

Comr. Robert T. Bartley termed the color pictures "very good."

"It was the first time I had seen color television," Comr. John C. Doerfer commented. "I was very favorably impressed and, from what I have heard, I would assume that advances have been made."

Comr. Frieda B. Hennock stated, "There is no question in my mind that very considerable progress has been made since we saw our last demonstration."

The Commission returned to Washington late Tuesday afternoon from New York.

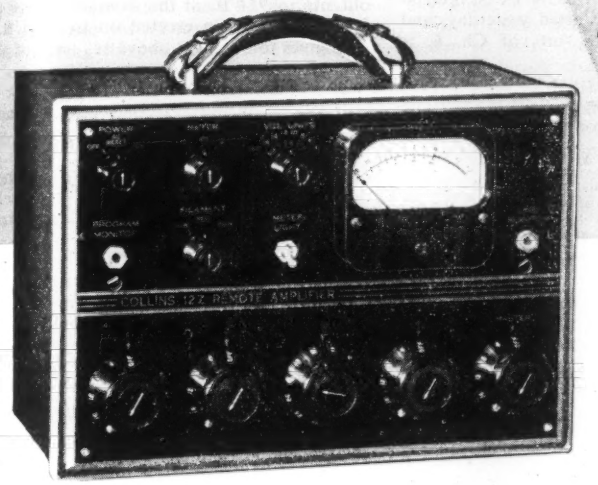
SPECIFY COLLINS
for your REMOTE AMPLIFIERS

COLLINS 12Z Remote Amplifier

✓ small, lightweight for easy portability

✓ four microphone channels

✓ automatic switchover to batteries if AC power fails



12Z REMOTE AMPLIFIER SPECIFICATIONS

Input: Four channels, with individual controls and a master control.
Gain: Approximately 90 db.
Noise level: 60 db below program level or better.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1% at typical operating levels.
Frequency response: ± 1 db 50 to 15,000 cps.
Input impedance: Choice of 30/50 or 200/250 ohms.
Output impedance: 600 ohms (150 ohms available on special order).
Weight: Approximately 40 lbs. with batteries, 28 lbs. without batteries.

Carefully engineered to fulfill every requirement during a remote pickup, the Collins 12Z Remote Amplifier is the answer to an engineer's dream! Four microphone channels allow maximum coverage of the pickup. In case of AC power failure, switchover to battery power is automatic and instantaneous. Low microphonics of the 12Z's miniature tubes minimize "ring" if the Amplifier is jarred. All microphone cables and telephone line connections terminate on the back panel out of the operator's way.

On the front panel four individual gain controls and a master control employ Daven faders for smooth cross-fades and sensitive gain control. A range switch and meter switch connect a four inch illuminated VU meter to the proper circuit for measuring either the output level in volume units or the amplifier's operating voltages.

Batteries are standard size. Battery power automatically shuts off when the front cover is locked into position on the Amplifier.

Name the remote requirement and you'll find it's engineered into the 12Z. Specify the Collins 12Z Remote Amplifier for new equipment or replacement for inadequate or outmoded equipment. It's designed to solve both the operator's and engineer's problems on all remotes.

COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER

212Y SPECIFICATIONS

Gain: 85 db max.
Input impedance: 30/50 ohms or 200/250 ohms.
Output impedance: 600 ohms.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1.0% between 50-15,000 cps.
Noise level: 65 db below normal program level.
Frequency response: ± 1.0 db; 50-15,000 cps.
Weight: Approximately 10 lbs.

**dbm, 1 mw into 600 ohms*

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 60H mixer unit.

For dependable remote broadcast equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street NEW YORK 36	1930 Hi-Line Drive DALLAS 2	2700 West Olive Avenue BURBANK	Dogwood Road, Fountain City KNOXVILLE

On the beach
—or in the car
listeners dial
WGAR...

HIGHWAYS
81% of all cars in Northern Ohio have radios, 75% in use and 35% tuned to WGAR at any given hour. Drive your sales message home!

COTTAGES
Along Lake Erie are more than 15,000 summer homes. They listen most to WGAR, the 2-to-1 choice in this area.

MOTELS
Nearly 1500 motels and tourist hotels serve Ohio's summer residents. Transient dialers also stop at WGAR for top CBS and local shows.

TRAILERS
Listeners follow the WGAR trail in 750 trailer camps. It keeps them in touch with the world and gives them worlds of entertainment.

RESORTS
Listeners in more than 100 vacationlands in Northern Ohio resort to WGAR, as do smart advertisers who want to reach prospects year round.

WGAR
THE SPOT FOR SPOT RADIO
Cleveland
50,000 watts
CBS
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NEW TV STATION STARTS REPORTED

TWO MORE commercial television stations—KVEC-TV San Luis Obispo, Calif., and WBKZ-TV Battle Creek, Mich.—began commercial programming last week, increasing to 173 the total number of commercially operating outlets. One non-commercial educational station, KUHT (TV) Houston, brings up the total stations on air to 174.

The number of post-thaw commercial stations on the air is 65, of which 34 are vhf and 31 uhf.

One more uhf station—WSUN-TV St. Petersburg, Fla.—was to have started yesterday, and WDAY-TV Fargo, N. D., on vhf Ch. 6, is planning to begin today.

The most recent starters and those which contemplate programming between now and next Monday are (in chronological order):

On the Air

WBKZ-TV Battle Creek-Kalamazoo, Mich., uhf Ch. 64, represented by Weed Television, affiliated with ABC-TV and DuMont, started May 15. Already in Kalamazoo: WKZO-TV on vhf Ch. 3. Due on the air this year: WBCK-TV on uhf Ch. 58 (Battle Creek) and WKMI-TV on uhf Ch. 36 (Kalamazoo).

KVEC-TV San Luis Obispo, Calif., vhf Ch. 6, represented by W. S. Grant Co., affiliated with DuMont, started May 18. It is the first San Luis Obispo TV station.

Yesterday (Sunday)

WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., uhf Ch. 38, represented by Weed Television, affiliated with ABC-TV, was to have started yesterday (Sunday). It is the first St. Petersburg-Tampa-Clearwater TV station.

Today (Monday)

WDAY-TV Fargo, N. D., vhf Ch. 6, represented by Free & Peters Inc., affiliated with NBC-TV and to carry CBS-TV and NBC-TV programs. It will be the first Fargo TV station.

May 28

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV. It will be the first Raleigh TV station.

May 30

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (target date was moved up 47 days). It will be the first Rome-Chattanooga TV station. Chattanooga permittees: WTVT (TV) on uhf Ch. 43 and WOUC (TV) on uhf Ch. 49 (target dates unannounced).

May 25-June 1

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont. Already in St. Louis: KSD-TV on vhf Ch. 5 (a pre-freeze station).

DeLaney to Direct Gannett Radio Group

GLOVER DeLANEY, for 12 years manager of WTHT Hartford, a Gannett station, last week was named managing director of the Gannett Radio Group and general manager of WHEC Rochester, N. Y. He succeeds Gunnar O. Wiig, who resigned April 27 to become executive vice president of Allegheny Broadcasting Corp., operating KQV Pittsburgh and applicant for vhf Ch. 4 in that city [B•T, May 4].

John H. Stenger Dies

JOHN H. STENGER Jr., 56, owner of WBAX Wilkes-Barre, Pa., and holder of radio licenses since 1910, died May 18 of a heart attack at his summer home.

WAVE-TV Switches to Ch. 3; WLWT (TV) Readied on Ch. 5

WAVE-TV Louisville, Ky., last week reported receipt of "thousands of letters, telegrams and telephone calls" from several states commenting upon favorable reception of the station's new vhf Ch. 3 signal. WAVE-TV changed from Ch. 5 to Ch. 3 on May 15, pursuant to provisions of the Sixth Report and Order finalizing the TV reallocation plan.

Concurrent with the channel change, WAVE-TV moved its transmitter site from downtown Louisville to Bald Knob, Ind., some nine miles northeast of Louisville. Antenna height above average terrain is changed from 510 ft. at the old site to 914 ft. at the new site where a 600 ft. tower has been erected on the 985 ft. hill. This gives total height above sea level of almost 1,600 ft.

With all new equipment and a new RCA transmitter, WAVE-TV presently is transmitting 58 kw effective radiated power, visual. Former visual ERP was 24 kw. Nathan Lord, WAVE-TV general manager, told B•T the new RCA amplifier was expected late last week and full operation with 100 kw ERP is expected soon.

Meanwhile, WLWT (TV) Cincinnati last week was momentarily planning to change from vhf Ch. 4 to Ch. 5, now that WAVE-TV has vacated the latter facility. Although WLWT (TV) planned to make the change May 17, the switch was delayed as bad weather prevented work on the station's tower to switch antennas. WLWT (TV) temporarily is using a special antenna pending the change.

Actual switch-over of WAVE-TV from Ch. 5 to 3 was done May 15 on a 30-minute program featuring a brief summary of the station's history. Then, as the change was made to Ch. 3, Mayor Charles Farnsley greeted old and new viewers.

WAVE-TV aired Ch. 3 test patterns for about two weeks before the switch.

The Ch. 3 operation increases WAVE-TV's coverage area 54% in terms of population (1.8 million) and 85% in terms of land area (20,050 sq. mi.), the station claims, according to FCC engineering standards. New advertisers from cities 90 to 120 miles distant from WAVE-TV have purchased time, WAVE-TV stated.

WAVE-TV presently is distributing a promotion piece to the trade which depicts, with pop-up antennas at the old and new sites, a comparison of the old and new coverage areas. Further details of the improved service will be related tomorrow at a reception at the Waldorf-Astoria Hotel, New York. WAVE-TV and its national representative, Free & Peters, will be hosts.

KSD-TV Begins Operation On Maximum 100 kw ERP

KSD-TV St. Louis is now broadcasting at maximum 100 kw power, the station reports. The *Post-Dispatch* outlet increased its effective radiated power to 100 kw visual, 60 kw aural from 16 kw visual, 8 kw aural. KSD-TV is on vhf Ch. 5, and has NBC, CBS and ABC network affiliations. National advertising representative is Free & Peters Inc.

The power boost went into effect when a new six-bay antenna and two high-power amplifiers were installed. George M. Burback, general manager of *Post-Dispatch* radio and TV properties, reports the station's signal was extended 12 to 15 miles.

BOOST IN DAYTIME RATES CONSIDERED BY CBS RADIO

President Adrian Murphy tells affiliates committee network is studying daytime question. He assures committee that no rate reductions are contemplated for either day or evening time. Steps taken to complete creation of completely independent organization of affiliates.

A RAISE in daytime radio network rates will be considered by CBS Radio, President Adrian Murphy told members of the CBS Radio Affiliates Committee last Thursday, at the same time reassuring them that no rate reductions are contemplated for either day or evening time [B•T, March 30].

Mr. Murphy's statement was in answer to the committee's request for reassurance as to nighttime rates and its proposal that daytime charges be boosted.

He gave no final answer on the daytime rates question, but committeemen appeared satisfied with his promise that the question of an increase would be considered. They did not specify how much increase they thought should be made. His assurance that no changes in the network's nighttime cost structure are contemplated was reiteration of his widely hailed statement on the subject several weeks ago, when the only qualifying clause was "unless the sales situation changes because of competitive moves or other major factors."

Before the session ended late Thursday afternoon, the committee voted to recommend to all CBS Radio affiliates the continuation of last Aug. 25's rate agreement, under which evening charges were cut, daytime charges were raised, and the network promised to make no rate cuts for at least a year. The committee's recommended continuation of that rate plan was tied to the understanding that CBS Radio will launch immediately a study of the possibility of raising daytime rates.

Meeting Harmonious

The meeting with the affiliates group—unlike those sessions of last summer when CBS Radio was considering and finally took the lead both in cutting nighttime charges and in raising daytime rates—appeared highly harmonious. "We still have problems," one affiliate observed, "but we're much happier than we were a year ago."

The affiliates committee—which meanwhile took steps toward finalizing the establishment of a completely independent organization of affiliates [B•T, May 4]—went on record with a resolution emphasizing approval of CBS' separation of radio and TV operations, and praising President Murphy's "aggressive leadership" of CBS Radio and the activities of the network's sales and program departments "for their selling and maintaining leadership."

Headed by Kenyon Brown of KWFT Wichita Falls, Tex., the eight committee members attending the session voiced agreement that CBS Radio is in a "sound position of leadership" and has "achieved a stability which we have every confidence will continue."

President Murphy, too, appeared impressed by the harmony of the sessions.

Final details of the plan to set up a new radio affiliates committee—completely independent and charged with carrying on the functions of the old network-sponsored Columbia Affiliates Advisory Board and of the autonomous Affiliates Business Standards Committee, which was formed when the threat of a network rate cut arose a year ago—were worked out at a meeting of the committeemen Wednesday night.

Mr. Brown, named chairman of the committee to work out details as a result of a meeting during the NARTB convention in Los Angeles last month, said he would send out to all CBS Radio affiliates this week a copy of the proposed by-laws of the new group.

He and other committee members predicted that the new organization would be established and operating within 30 to 45 days.

Subject to the affiliates' approval, the plans call for a committee of 12 members, nine of them to be selected from nine districts geographically similar to those used under the old CAAB plan and the remaining three to be designated by the nine district representatives. The three members-at-large will be elected for one-year terms. Terms of the nine others will be for three years each, except that in the first election, in order to establish a system of staggered terms, some of the nine will be elected for one year, some for two years, some for three years.

A dues structure has been worked out, also subject to general approval by the affiliates, whereby all CBS Radio stations will contribute toward expenses of the committee.

The elections, Mr. Brown said, will be held immediately upon approval of the by-laws by affiliates generally.

Mr. Murphy volunteered his approval of the plan for a single, independent committee representing affiliates, terming it "more efficient" that having several groups to negotiate with and paying tribute also to past cooperation from affiliates. This cooperation, he said, is "a major factor in reaching our present solid situation."

The committee also approved a resolution commending Louis Hausman, administrative vice president of CBS Radio, for past services and wishing him well in his new post as vice president of CBS-Columbia Inc., a CBS subsidiary. Mr. Hausman assumed his new duties last Friday [B•T, May 18].

Members of the committee on hand for the sessions were Chairman Brown; Victor A. Sholis, WHAS Louisville; John F. Patt of the Goodwill Stations; I. R. Lounsberry, WGR Buffalo, former CAAB chairman; Ray Herndon, KTRH Houston; Hulbert Taft Jr., WKRC Cincinnati; Saul Haas, KIRO Seattle, and Lee Wailes, Storer Broadcasting Co. (substituting for George B. Storer). Members unable to attend were John E. Fetzer, WKZO Kalamazoo and WJEF Grand Rapids, and William B. Quarton, WMT Cedar Rapids.

Cleaver Named by NBC

APPOINTMENT of Frank Cleaver, motion picture producer, story editor and administrator, as television program director of NBC's West Coast programs was announced Wednesday by Charles C. Barry, vice president in charge of network programs for NBC.

TREND IN AM TO DOCUMENTARY

RADIO'S unique flexibility makes it the most effective of all media for telling a documentary story.

This observation was voiced last week by Stuart Novins, CBS Radio director of public affairs, in an interview with B•T on the network's expanded programming in the documentary field. Since March, CBS Radio has presented two hour-long broadcasts, "Bomb Target, U. S. A.," and "The Green Border"; has scheduled "Class of '53" for May 29 and is in the process of formulating plans that will result in a documentary about once a month for the remainder of the year.

"More than ever before crucial issues in the world must be spotlighted," Mr. Novins asserted, "and I feel radio is the medium to do the job. What other medium is geared to move in on a story quickly, with a minimum of equipment and personnel, no fuss and bother, and get people to talk? We can bring the story of world-significant issues, as we did in 'The Green Border,' in the actual words of the people affected—in this case, refugees."

Future plans include a documentary centering around the "general area of crime," Mr. Novins disclosed, plus another tentatively titled "38th Parallel," which will examine the effects of the Korean conflict on U. S. citizens, big and small, from all parts of the country.

KIDO-TV, KCMC-TV Bring CBS-TV Affiliates to 115

SIGNING of CBS-TV's 114th and 115th affiliates—KIDO-TV Boise, Idaho, and KCMC-TV Texarkana, Tex.—was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations.

KIDO-TV, on Ch. 7 and owned by KIDO Inc. with Walter E. Wagstaff as general manager, joins CBS-TV effective June 14 as a supplementary, non-interconnected affiliate. KCMC-TV, on Ch. 6 and owned by KCMC Inc. with Frank Myers as general manager, becomes a primary, supplementary, non-interconnected affiliate July 15.

Three Affiliates Join NBC Television Roster

ADDITION of three new television stations as NBC-TV affiliates was announced Wednesday by Harry Bannister, vice president in charge of station relations. New affiliates are:

WCSC-TV Charleston, S. C., which will operate on vhf Ch. 5, starting on or about June 15, owned by WCSC Inc.; KCSJ-TV Pueblo, Colo., vhf Ch. 5, beginning on June 1, owned by Star Broadcasting Co., and WETV (TV) Macon, Ga., uhf Ch. 47, starting on or about Aug. 1, owned by the Macon Television Co.

Cuban Group Acquired

CUBAN syndicate headed by Gaspar Pumarejo, veteran Havana broadcast producer, has acquired RHC Cadena Azul (Blue Network) from the American group headed by Edmund Chester, former director of news and public affairs of CBS Radio, which purchased the network about a year ago, B•T learned last week.

AB-PT EARNINGS TO GET BOOST FROM MERGER, SAYS GOLDENSON

Reporting progress already by ABC Division, AB-PT President Leonard Goldenson tells enlarged firm's first stockholders' meeting since the merger that the network's talent hunt is succeeding and it expects to gain new radio-TV sponsors for programs being readied for fall. Directors are re-elected.

PROGRESS already made by the ABC Division of American Broadcasting-Paramount Theatres Inc. indicates the merger of this broadcasting organization with United Paramount Theatres is going to add substantially to future earnings of AB-PT and returns to stockholders, AB-PT President Leonard Goldenson said Tuesday at the first AB-PT stockholders' meeting since the merger.

"I am pleased with the progress of the ABC Division," Mr. Goldenson said in his formal report to the meeting.

Citing such stars as George Jessel, Ray Bolger, Danny Thomas, and Martin Block, already signed by ABC, and its search for new, young talent for its radio and TV networks, Mr. Goldenson reported that "in conjunction with these moves in the talent and programming field, the ABC organization is making an intensive sales effort to gain new sponsors and increase network radio and television billings."

Although the present scarcity of TV stations, particularly in the larger markets, presents clearance difficulties that "greatly hinder the network's expansion," Mr. Goldenson reported that "ABC is, however, moving in the right direction and while we do not expect results immediately, I believe that current efforts will begin to bear fruit in the fall season."

ABC is moving ahead in radio as well as TV, Mr. Goldenson said, reporting "wide and favorable attention" for the new *ABC Playhouse*, one of a number of new ABC radio programs recently introduced or under development. "Radio continues to show strength and we have confidence that it will continue as an important and profitable operation," he said.

Asked about pay-as-you-see television, Mr. Goldenson called it impractical for the sociological reason that while people will pay to go out, they won't pay to stay home and for the operating reason that costs of collecting fees dropped into home coin boxes would be excessive under any system yet proposed. Theatre television, he said, will be used chiefly for conventions and sales meetings held via this system in theatres during morning hours until the advent of color, when TV will have theatre entertainment value. That time is not too far off, he commented.

Answering a question about the Zenith action to secure Ch. 2 in Chicago, allotted to CBS for the station it bought from AB-PT after the merger, which had been on Ch. 4 but was shifted by FCC to Ch. 2, W. W. Gross, vice president and general counsel, assured stockholders that regardless of how Zenith and CBS come out, AB-PT will not have to return to CBS the $6 million paid for the station.

Stockholders re-elected the present board of directors [B•T, Feb. 16] to serve for the coming year. Directors are:

Earl E. Anderson, vice president, ABC Division; John Balaban, A. H. Blank and Robert B. Wilby, heads of UPT theatre operating subsidiaries; John A. Coleman, of New York stock exchange firm, Adler, Coleman & Co.; Charles T. Fisher Jr., president, National Bank of Detroit; E. Chester Gersten, president, Public National Bank & Trust Co. of New York; Mr. Goldenson; Mr. Gross; Robert H. Hinckley, ABC Division vice president in charge of the Washington office; Robert L. Huffines Jr., director, Burlington Mills Corp.; William T. Kilbourn, president, Flannery Mfg. Co., Pittsburgh; Mr. Kintner; Walter P. Marshall, president, Western Union Telegraph Co.; Edward J. Noble, former board chairman of ABC, now chairman of the AB-PT finance committee; Robert H. O'Brien, executive vice president, ABC Division; Herbert J. Schwartz, president, City Stores Corp.; Owen D. Young, honorary board chairman, General Electric Co.

At a subsequent meeting of the directors, Mr. Goldenson announced Thursday, AB-PT's current officers were re-elected. They are:

Mr. Goldenson, president; Messrs. Gross, Hinckley, Kintner, O'Brien, Edward L. Hyman, Sidney M. Markley, and Robert M. Weitman, vice presidents; Simon B. Siegel, treasurer; James L. Brown, comptroller and assistant treasurer; Mr. O'Brien, secretary, and Edith Schaffer and Geraldine Zorbaugh, assistant secretaries.

WJAS, KQV Switch CBS, MBS Affiliations

WJAS Pittsburgh will become a Mutual basic affiliate June 15, H. K. Brennen, president and general manager of the station, and Earl M. Johnson, MBS vice president in charge of engineering and station relations, announced last week.

The station has been affiliated with CBS Radio, which has signed KQV as its Pittsburgh outlet. CBS owns a minority interest in KQV, which heretofore has been a Mutual outlet. Both are 5 kw stations, WJAS operating on 1320 kc and KQV on 1410 kc. WJAS is licensed to Pittsburgh Radio Supply House, and KQV to Allegheny Broadcasting Corp.

NBC RECOUNTS MERCHANDISING WORK

The network's merchandising department has served 83 advertisers since its launching Jan. 1, 1952, an NBC film presentation reports.

ACCOMPLISHMENTS by NBC's merchandising department, which in less than a year and a half already has served 83 advertisers and today offers "a national, integrated service, which includes merchandising cooperation from 182 NBC radio network affiliates and 65 NBC-TV outlets," are described in a new film presentation previewed by NBC for newsmen in New York Thursday.

Fred N. Dodge, director of NBC Merchandising, introduced the 20-minute Animatic sound-slide color film, which begins by noting the recent recognition by business executives of merchandising as "the vital link in the distribution of goods" and by asserting "only NBC of all the networks had the foresight to recognise this important trend.

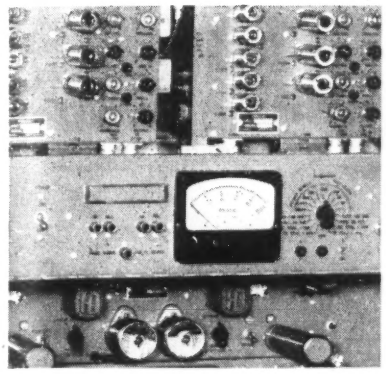
"Of all advertising media," the presentation explains, "only a network has the means at hand to build a truly effective merchandising service—for the simple reason that no medium could afford to establish local operations in all the key markets. A network, and only a network, can possibly provide these facilities because it is represented in these markets by its affiliates."

On this precept of network-station cooperation, NBC's merchandising dept. was organized, with 12 supervisers assigned to 12 geographical districts, each contacting the trade—key wholesalers and retailers—and the NBC-affiliated stations in his territory, developing the station merchandising cooperation of stations on behalf of network sponsors that NBC calls the department's "most vital and important work."

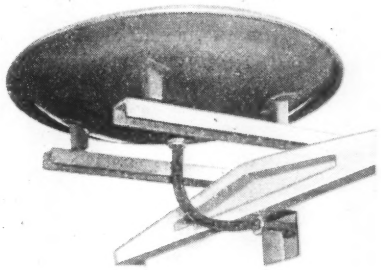
Program developed by NBC for use by the affiliates comprises monthly mailing pieces to the food and drug trade, "better mailings than they could produce at a reasonable price," outstanding point-of-sale merchandising aids, a "Merchandising Memo" sent to every station on the network every month.

the NBC *station serving greater* YOUNGSTOWN, O.
30th populat on area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

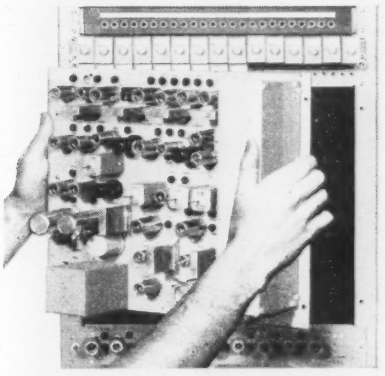
PHILCO MICROWAVE CUTS COMMUNICATIONS COST



TEST JACKS AND BUILT-IN METERING
Field circuit analysis simplified by built-in metering and test points on every major circuit for instantaneous monitoring of any current or voltage.



ANTENNA-REFLECTOR SYSTEM
Tower climbing eliminated for routine checks since antennas are mounted at ground level, easily accessible for maintenance.

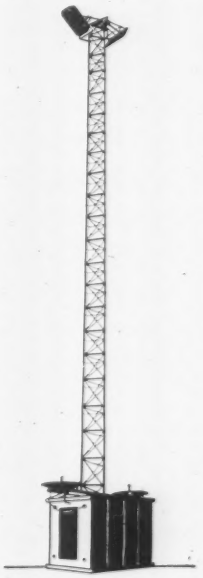


"PACKAGED UNIT" COMPONENTS
Field maintenance time and cost saved. All assemblies removable with only the use of a screwdriver for quick field replacement and depot checkout.

Reduce your communications cost with Philco microwave. Thousands of your communications dollars will be saved by the cost cutting features built into each Philco unit. Philco engineers know there is no substitute for quality and low maintenance cost.

That is why Philco microwave is built to Joint Army-Navy Specifications and why Philco's exclusive design slashes field maintenance time with built-in metering and test points on all major circuits . . . eliminates tower-climbing for routine checks with passive reflector-antenna system . . . allows quick field replacement of major assemblies with Philco's exclusive "packaged unit" components, removable with only a screwdriver.

Look to Philco microwave to cut your communications cost.



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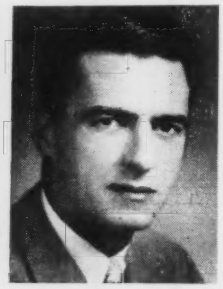
WATTERS TAKES DUMONT STATION POST

The general manager of WCPO-AM-TV Cincinnati will captain the TV network's station advisory committee. An optimistic atmosphere pervades DuMont as 'substantial' fall business is under negotiation.

IN an atmosphere of optimism over fall time sales prospects, Managing Director Chris J. Witting of the DuMont Television Network announced last week that Mort C. Watters, vice president of Scripps-Howard Radio Inc. and General Manager of WCPO-AM-TV Cincinnati, had been named chairman of the network's station advisory committee.



Mr. Watters

The announcement said the new committee, whose other members are to be designated shortly, is expected as part of its functions to "collaborate closely in developing, airing and servicing a substantial volume of fall business now being negotiated."

More than $3 million in football billings was reported, including Westinghouse's contract to sponsor some 19 professional football games over a 10-week span next fall [B•T, May 18].

Other football signings, reported by DuMont sales director Ted Bergman, included Admiral Corp. to sponsor the annual game between college All-Stars and the professional football champions in Chicago on Aug. 14, and Atlantic Refining Co. and Miller Brewing Co. to again co-sponsor a series of 12 New York Giants professional games (six home and six out-of-town games). Atlantic also was reported to have signed to co-sponsor, with an advertiser yet to be announced, six games to be played by the Philadelphia Eagles and the Pittsburgh Steelers pro teams.

Other football contracts were said by DuMont authorities to be nearing the signature stage, and additionally it was pointed out that Admiral has renewed Bishop Sheen's *Life Is Worth Living* series for resumption in the fall, and that International Shoe Co. has renewed *Space Cadet*.

In another sale, Hazel Bishop Inc. (cosmetics) was signed to co-sponsor *Your Big Moment* on alternate weeks on a 57-station DuMont network, starting tomorrow evening (Tue., 8-8:30 p.m. EDT). Another alternate-week sponsor is Toni Co. [B•T, April 13], which launched the program last Tuesday. Agency for Hazel Bishop is Raymond Spector Inc.; for Toni, Weiss & Geller.

The new DuMont station advisory committee, aside from developing and servicing sponsors, will cooperate with the network in "developing new avenues of network service to stations."

NEAL McNAUGHTEN JOINS RCA JUNE 1

NEAL K. McNAUGHTEN, manager of the NARTB Engineering Dept., leaves the association June 1 to join RCA as administrative head of the broadcast market planning section of the Engineering Products Dept.

Mr. McNaughten

In announcing the appointment, A. R. Hopkins, manager of the RCA Broadcast Equipment Marketing Division, said Mr. McNaughten will be responsible for long-range planning for all aspects of the broadcast business.

Mr. McNaughten joined NAB, predecessor to NARBT, Jan. 1, 1948, going to the association from the FCC where he had been chief of the FCC Standard Broadcast Allocation Section.

High Fidelity Innovations Highlighted in Chicago Meet

INNOVATIONS in new high fidelity sound reproducing equipment, uhf, and progress in master antenna systems were among the highlights of the $1 billion Electronics Parts Show in Chicago last week.

The exhibition was held at the Conrad Hilton Hotel Monday-Thursday, under co-sponsorship of a number of associations, the primary ones being Radio-Television Manufacturers Assn. and National Electronic Distributors Assn. A record attendance of about 10,000—comprised of distributors, manufacturers, salesmen and government and industrial buyers—was reported as the show drew to a close.

One highlight of the exhibition was a special demonstration of "Hi-Fi" sound reproducing equipment developed by RCA Victor Div. of RCA, and shown publicly for the first time.

Buetow Becomes MM&M Head

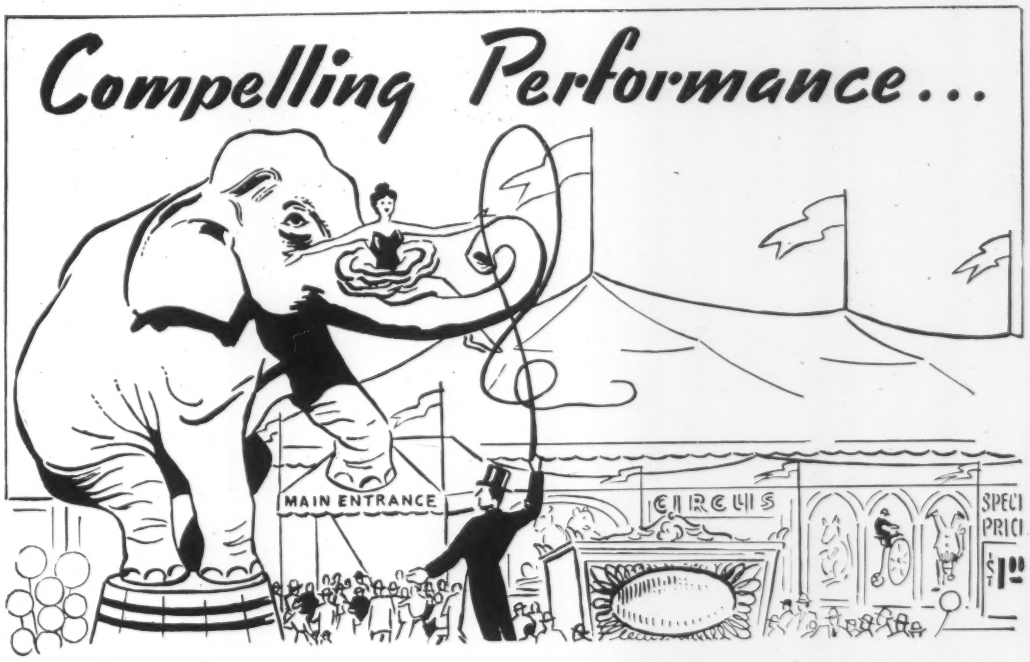
HERBERT P. BUETOW, executive vice president in charge of finance, has been elected president and Dr. H. N. Stephens has been elected vice president in charge of central research at Minnesota Mining & Manufacturing Co. (tape recording systems), St. Paul. Mr. Buetow succeeds Richard P. Carlton, who becomes vice president of the executive committee. Dr. Stephens has headed MM&M's central research laboratory since 1937.

Adm. Holden Dies; Was FTL President

FUNERAL SERVICES for Vice Adm. Carl F. Holden (U.S.N. Ret.), president of Federal Telecommunications Labs, Nutley, N. J., research unit of IT&T, were held Thursday at Arlington National Cemetery. Adm. Holden, 57, died Monday in the naval hospital in St. Albans, Queens.

BROADCASTING
TELECASTING

features



in the BIGGER and BETTER memphis market

In selling as in showmanship, it's the quality of the performance that determines the interest of the audience. In the rich, 76-county Memphis Market, WREC delivers the "Better Half" of both the rural and metropolitan listeners *with a single schedule!* HERE'S WHY: High quality programming and engineering perfection ensure good reception and a compelling performance of interest to your best customers. Ask your Katz man to show you the latest Standard Audit & Measurement Reports and Hooper Ratings for further evidence of WREC's compelling performance . . . and, the cost is another pleasant surprise . . . 10% LESS per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

G-E STUDIO SWITCHING COMBINATIONS ANSWER ALL YOUR REQUIREMENTS!

FOR LARGE STUDIO OPERATIONS	
STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	3
Film Camera Channel	2
Special Effects Montage Amplifier	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	3

Up to 9 non-composites and 2 composites for any equipment combination you need!

TC-31A
(Control panel and cabinet illustrated)

Completely versatile in every sense of the word, this G-E multiple-input switching combination offers unlimited opportunity for varied program techniques. *Automatically*, and with perfect smoothness, inputs can be lapped, dissolved or faded at *two* different rates. Manual faders permit superposition of any of the non-composite channels!

Select the model you need for today's broadcasting operation from General Electric's complete line of switching combinations. You will get the most for your money *plus* built-in provision for expansion! This G-E "extra" also minimizes your maintenance worries . . . allows fast equipment changes in emergency. Mixer section can be by-passed! For complete information write today to *General Electric Company, Section 253-25, Electronics Park, Syracuse, New York.*

Operating "extras" that spell standout performance with this G-E switching combination's control panel:

- Clamping and sync-mixing save cost of a Stabilizing Amplifier
- Switch and manually lap dissolve, fade or superimpose nine non-composite inputs
- Rate selector switch automatically determines speed of fade or lap dissolve
- Channel inputs can be manually faded or lapped
- Selector switch monitors each input or output
- 2 Projector start and stop controls
- Instantly by-pass any input to the output during rehearsals

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC

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features

- WOR's Consumer Testing Panel Pays. Page 79.
- New Programs and Promotion. Page 80.
- Radio Network Showsheet, Page 82.

WAYNE U. LEARNS SELLING THE DJ WAY

IF WAYNE U.'s halls of ivy trembled a bit when the institution's lecturer was Eddie Chase, disc jockey of CKLW Detroit, they are perhaps a bit sturdier for the experience.

Mr. Chase was invited by the Detroit university to talk to two student classes of its radio school of 200 enrollment about the profession he knows most—spinning records.

When Mr. Chase got through turning his phrases as well as the table, students were convinced that there is more to the job of disc jockey than reading the labels of the latest pressings.

As Mr. Chase, who was clothed in cap and gown and voted an honorary "DDJ" by his student fans, expressed it: "It takes more than a voice and a stack of records to make a disc jockey."

Mr. Chase is a veteran of the master of ceremony field. He started spinning and talking (and selling) in Los Angeles more than 20 years ago.

Advice for the aspiring microphone artists was simple enough. "Get with an independent station so you'll be doing more on the air than announcing station breaks for a national hook-up," he said. It's not all glamor, he admonished. "It's work, right from the day you start. A disc jockey is a salesman. If you can't sell the product to the public, your sponsor will know it within two weeks and then, kids, you've had it."

He said "real" disc jockeys will put forth extra effort to assemble their own staff of engineers, technicians and assistants. They absorb the station's rate structure, make a point of knowing the sponsors personally and become thoroughly acquainted with the sponsors' problems as well as taking time to study the products themselves.

The more one knows about the product, how it's made and what it does, the better the disc jockey can sell it, Prof. Chase said. "Because if you can't sell it—well, there's always paper to change in the news machine."

Top-drawer salesmen among record spinners are still too rare today, Mr. Chase said. "It's a business—just like any other business." Variety in disc jockey shows presents the listener "something pleasing if they let the dial alone," the lecturer-m.c. asserted.

Not only can the m.c. be known as the man who gives with music; he can serve the public as well—by giving friendly warnings on speed and weather conditions for the young motorist.

Wayne U. students watched and studied while their instructor, Eddie Chase, taped a three-minute interview with a locally-known TV singer. Wayne U. prepares its radio students for industry work and operates WDET (FM).

CKLW's Eddie Chase (c) gets handshake and welcome to Wayne U. With him is Betty Clooney, TV singer, who accompanied him to the unusual classroom lecture. Host for Wayne was Instructor Lee Dreyfus (r), manager of the school's WDET (FM).

A GROUP of the panelists. Standing are Robert Hoffman (l) and Art Dawson, WOR merchandising manager.

The Ladies have

"WHEN the time comes around for advertising, we shall not fail to place WOR high on our list."

Those are not the words of a prospective client who has been locked in a room with the station's entire sales force. It is simply a typical tribute to a relatively new WOR service which has met with amazing success —The Consumer Testing Panel.

The idea is this. Women representing a cross section of consumers sit in judgment on products and advertising ideas for the products, and tell the prospective adviser their opinions on what is good, bad, or indifferent about the lot. From the answers the advertiser can determine how to design his product and its promotion for best results.

We started the panel in February, 1951. Since then it has become many things to many people. It's free; it's appealing to listeners; it's workable; and it's an entree into the offices of account executives and advertising managers. As operated by WOR, it is a free service designed to provide advertising agencies with qualitative consumer information.

The panel is conducted periodically—about three times a year—and sessions are divided so that different groups of women take part on each of three days. During the two-hour-long sessions, the women take part in taste tests, examine packaging and advertising copy and provide many of the answers to questions that are puzzlers to advertisers.

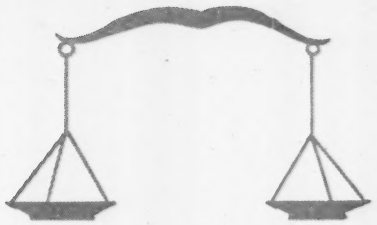
The testing panel has been used by upwards of 70 advertisers so far, with products submitted by large agencies and small agencies, by national companies and regional ones. Canada Dry, Cudahy Packing, Armour & Co., Welch Grape Juice and Wheatena are some of the nationally-known items tested on the panel. But given equally as thorough treatment have been such local products as Levy Bread, Barton's Candy and Gnome Bakeries.

Although agencies of varying sizes have taken advantage of the WOR service—Foote, Cone & Belding, J. Walter Thompson, J. M. Mathes and William Weintraub, to name a few of the heavy-billing ones—the panel is especially beneficial to medium and small agencies which maintain limited research departments, or none at all. Through the consumer panel, the smaller agencies and advertisers can get many of the answers to their problems—at no cost.

Carrying this idea a step further, it is readily seen that a testing panel, as set up

XUM

by **ROBERT M. HOFFMAN**
DIRECTOR OF RESEARCH, WOR



WOR had an idea, and it paid off. The objective was to provide an inexpensive research system for the advertiser. The answer is the Consumer Testing Panel, where the women who will buy the product, and use it, tell the men who make and promote it where they're right, where they're wrong, and what to do about it.

the first WORd, *too*

by a station, becomes increasingly valuable as it moves further away from those sections of the country which have the extensive facilities of large advertising agencies. By operating panels, smaller stations in the South and West, for example, could provide a valuable service to clients in their areas who lack easy access to research facilities.

Of course, we're well aware that the Consumer Testing Panel has its limitations. We realize—and always make a point of cautioning users—that the panel cannot be used to project results over an entire area. Instead, it is an excellent medium for obtaining qualitative information (e.g., as to likes and dislikes) or for specialized and pilot research prior to undertaking a major research project.

The research head of a large agency, which used the panel in this specialized manner, writes: "We also used your panel as a control factor on another small, pilot survey which we had recently completed. We are happy to inform you that the results obtained were about equal." While the Consumer Testing Panel sample cannot provide projectable market data, we at WOR are convinced—as are many of the panel's users—that it can furnish dependable qualitative information as well as indicate the direction future surveys should take. It is of the greatest value to agencies and advertisers when used in this manner.

As set up by WOR, the Consumer Testing Panel is something which any station can undertake successfully, providing the management is willing to invest in the neighborhood of $25. That its true value to WOR is immeasurable is stressed by Bill Crawford, sales manager for the station and a WOR veteran of 12 years. "I'm delighted that the panel has turned out the way it has," says Crawford. "It has been a real service to advertisers of all sizes and has opened many doors which have led to business for the station. Designed to acquaint prospective sponsors with WOR, the panel is available to advertisers regardless of whether they use WOR. All we ask in return is that those who use the panel think of the station as an advertising medium that works for their products off the air as well as on."

WOR salesmen, the fellows who go out and knock on agency doors, have reacted similarly to the consumer panel. Herman Maxwell, one member of the sales staff, has this to say: "The panel has enabled me to perform a unique service to my clients and agencies. In my mind, it has been especially helpful in the launching of new products. One client of mine, a bakery, used the panel before marketing a new type of bread. Thus, the company was able to find out what were the desirable qualities in bread expected by consumers, and to incorporate these in its new product before its introduction."

The panel has research as well as advertiser acceptance. Dr. Leon Arons, vice-president in charge of research at the William Weintraub agency, points out that "we have found the panel quite helpful in several situations. For example, in one case (as part of a larger problem) the experimental method required precisely controlled exposure times. The panel was just the thing for this, and provided a large number of cases quickly."

Dale Anderson, director of research at Erwin, Wasey & Company, had the following ideas: "We have found WOR's Consumer Panel a useful and, of course, economical 'tool' for conducting pilot tests of radio and television advertising. Its usefulness has been enhanced by the fact that it is so flexible; we can control, within reasonable limits, the conditions under which we want to test."

At WOR we set our sights on about three panels during a year; additional ones may be scheduled for special events such as our "Food Industries Week." Sharing the responsibility for the smooth function of the panel are the research and promotion departments, the latter under the direction of promotion manager Bob Sullivan. At stations lacking large staffs, other personnel could assume these duties. Here is a description of how we at WOR go about the mechanics of the panel:

Each WOR salesman, in making the rounds of his agencies, invites advertisers to participate on the panel. Advertisers are merely required to provide the products and equipment for testing, the questionnaires,

and a sample of their product to be given to the women participating in these sessions. (In this way, it's possible to provide the women with a gift shopping bag of products which have a $3 to $5 retail value.)

While the material to be used in the panel is being sent to the station, WOR is busy recruiting the women who will participate. Each session is tied in with a WOR program personality who invites the women to attend. All replies are screened by WOR research, enabling the station to line up a cross-section of women, both young and old, and from the suburbs as well as the City. The big appeal for the women lies in the fact that they will meet the radio personality, sit in on the broadcast for that day, and be served a lunch, which is usually arranged by the station through a trade agreement with a company such as Schraffts.

When approximately 15 advertisers have submitted material for testing and the three groups of 80 or so women are notified as to which of the three days they are to participate, the panel is ready to operate. If film projectors or slides are used in any of the tests, operators and equipment are furnished by the advertisers. The same holds true for tests requiring a special setting up, such as taste tests and package comparisons. In all other cases WOR provides a staff to handle the tests.

ABOUT THE AUTHOR

ROBERT M. HOFFMAN is director of research for WOR-AM-TV New York, and has been with that Mutual station since June 1948. Before that he held the same title at the Manhattan Shirt Co.

Mr. Hoffman holds a B.A. in business administration from New York U. (1938) and a master's from the same school (1950). He currently is vice president of the Radio and Television Research Council, and lectures in market research for the City College school of business administration.

Here are just a few ways in which an advertiser can use the Consumer Testing Panel: Advertising copy tests (radio and TV commercials, ad slogans, remembrance tests); taste tests; selection of names for new products, books and movies; comparison of different packaging designs; motivation tests to determine factors affecting buying of specific products; obtaining new uses for products; obtaining suggestions for improving present products, and for product sampling.

At the conclusion of each session, WOR forwards all questionnaires to the individual advertiser or agency for tabulation. Shortly thereafter, the WOR research department provides all participating accounts with a breakdown showing the characteristics of the panel.

In addition to gleaning information about their products through tests in the studio, advertisers can also test products under actual conditions of use through the panel's "at home" feature. Products which would be difficult to examine in the studio, like cookie mix, detergents and shampoo, are taken home by the women to be tested. The station, as well as the advertisers, has been gratified by the response to these "use" tests, since more than 60% of the questionnaires are returned by women making the "at home" survey.

Here are some of the specific examples of what has been tested on the panel, and some of the reactions from those submitting the products:

Scheideler, Beck & Werner used the consumer panel to determine the value of certain copy claims concerning Soilax, a household cleanser. They reported that "as a result of our test on your panel, we made substantial copy changes which we believe greatly increase the selling power of our commercials and ads."

Results from the panel prompted Doyle Dane Bernbach to emphasize in all copy that Levy's Bread was a white, and not a rye bread. Because close to one-third of the panel did not recognize it as a white bread, the agency has placed the word "white" into the ad headline.

Another agency, Erwin, Wasey & Company, said that some of the things learned from the panel would be incorporated in new TV commercials being prepared for Pertussin. One company, Schraffts, changed the design on its ice cream package as a result of the tests; another, Fred's Steak Sauce, discovered better copy approaches.

Barton Candy spokesman had this to say about the taste test of a new item: "The findings of your listeners confirmed our opinion that our new Chocolate Spread was a welcome way to 'party up' bread and crackers."

A tea company, Aborn's, wanted to know if it should package a summertime product for iced tea. The panel vetoed the idea and said, through the questionnaires, that anything "iced" might sound watered down. The company followed the advice of the panel.

The taste tests have proven to be a favorite of the participating women, who have sampled such products as Ferris Ham, Torino's minestrone soup and pasta fazool, Dannon Yogurt, soft drinks, candy and others. In many cases we purposely withhold the names of products from the panelists to prevent certain prejudices from creeping in. In this way we hope to get a purely objective reaction to the products.

To sum up, here at WOR we've found that the idea of servicing agencies and advertisers through the Consumer Testing Panel has paid off. In addition to providing untold goodwill, it has actually brought in business we otherwise would have missed and has smoothed the way for our salesmen in their efforts to sell panel participants on using WOR. There's no reason why stations in other areas couldn't initiate the same type of service with equal success.

-PROGRAMS & PROMOTIONS-

TEACHERS VISIT STATION

KOMO AND KXA Seattle were among 137 firms which played host to 2,560 school teachers at the second annual Business-Education Day, sponsored by the Seattle Chamber of Commerce on May 7. At KOMO the teachers were given a tour of the studios and offices, where they heard an explanation of how the radio station operates. The teachers who visited KXA transcribed their impressions of the tour, and the program was aired on Sunday, May 10.

MOTHERS' DAY PARTY

TOMMY REYNOLDS presented his KEYL (TV) program from the stage of the Interstate Texas Theatre in San Antonio, where more than 3,000 housewives are reported to have attended Mr. Reynolds' Mothers' Day Party. More than $1,500 in appliances, perfume, cakes and flowers were given away during the hour and a half program which is sponsored regularly each weekday by Wolff & Marx Department Store. Highlighting the program were the winners of a two-month "Bride and Groom Contest," conducted by Mr. Reynolds and the selection of "South Texas' Oldest Mother."

JET FLIGHT

LINDLEY HINES, KMOX St. Louis newscaster and World War II pilot, told his radio listeners how it feels to dive, spin, barrel and slow roll in a modern jet fighter plane. The tape-recorded flight was broadcast on Mr. Hines' newscast at 10 p.m. on May 17. Heard on the program were the takeoff, climb to 35,000 feet, the high speed dive to 11,000 feet, losing 1,300 feet every 10 seconds and instructions from the control tower.

METHODIST CELEBRATION

A SPECIAL worldwide broadcast from Bristol, England, commemorating the 250th anniversary of the birth of John Wesley, founder of Methodism, was broadcast yesterday (May 24) on WSTC Stamford, Conn. The program originated in the New Room Chapel, oldest Methodist shrine, built with the small contributions of Bristol miners in response to Mr. Wesley's first preaching in the open fields. The day is now celebrated by Methodists in America as

When in Hawaii . . .

A HUSKY SEGMENT of Japanese programming marks the format for KPOA Honolulu, reports Fin Hollinger, general manager of the Hawaiian outlet, who has discovered that although 90% of the Japanese elements of the population understands English, 88% listens to Japanese-language radio programs.

Mr. Hollinger has established Japanese radio features in peak listening periods both daytime and evening, and has made affiliation with Japan's Radio Tokyo, commercial network, and NHK, noncommercial network. He points out that 40% of the Hawaiian population is Japanese, while only 14.8% is Caucasian.

Keystone Merchandising Follows Your Product to the Retail Counters!

It's the kind of follow-through even your most active sales staff couldn't deliver, because local KEYSTONE station management arranges personal contact with local stores almost simultaneously with your merchandising package! Stocks are checked and recorded, order cards distributed personally, window streamers and counter cards installed, all by the personnel of KEYSTONE'S 650 HOMETOWN AND RURAL AMERICA STATIONS who air your message. What sets this merchandising machinery in action? YOUR ORDER! The *single* order you place for any length announcement or program, for any part of the farflung KBS network. This is one of the many fine points of KEYSTONE service that add up to the biggest and best buy in radio today. It will pay you to investigate the KEYSTONE story if you want the *most* for your money!

• WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd
DUnkirk 3-2910

TAKE YOUR CHOICE
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

MORE FOR YOUR DOLLAR
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

ONE ORDER DOES THE JOB
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

COMPARATIVE NETWORK AM SHOWSHEET

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BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Quiz Kids	Libby, McNeill & Libby Nick Carter	Mutual Benefit H&A—On the Line, J. Considine (183)
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (203)	Squad Room	Listen to Washington S
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Jack Benny (210) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Amos 'n' Andy (210)	Distinguished Artists Series	My Son, Jeep S
7:45	"	"	"	"
8:00	"	Richard Hudnut Charlie McCarthy Show (209) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (200)	Enchanted Hour	TBA
8:45	Western Union Telegram For You	"	"	"
9:00	Gruen Walter Winchell (325)	Hall Brothers Hallmark Radio Hall of Fame (195)	U. S. Marine Band	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	The Adventurer S	Escape	Answers For Americans (S)	Chesterfield L&M Dragnet (171) R
9:45	"	"	"	"
10:00	Paul Harvey (118)	Webster Chicago Roberts Q's Waxworks (46)	London Studio Melodies	Barrie Craig Confidential Investigator OT*
10:15	Alistair Cooke S	"	"	"
10:30	Science Editor S	10:30-10:35 p. m. Edw. P. Morgan-News 10:35-45 p. m. Listen To Korea	Little Symphonies	Meet the Press
10:45	Songs by Fisher	John Duer Sports	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Chet Huntley S	Dance Orchestra	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
	"	You and the World	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Co-op Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
	Co-op Elmer Davis	Toni-Man. Soap TBA (202)	Dinner Date S	No Network Service
	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	Gabriel Heatter	Miles Labs News of World (166)
	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (191)	The Falcon	AA of RR's Railroad Hour (192)
	Field & Stream S	"	"	"
	American Concert Studios S	Lever-Lipton Godfrey Talent Scouts (170) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
	"	"	"	"
	"	Lever Brothers Lux Summer Theater (183)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
	"	"	"	"
	"	"	Co-op On and Off The Record	Cities Service Band of America (113) N
	Jan Peerce Show	"	"	"
	News of Tomorrow	R. J. Reynolds Bob Hawk Show (185)	A. F. of L. Frank Edwards (151)	Chevrolet Dinah Shore (182)
	Virgil Pinkley S	"	Co-op Elton Britt	R. Ambruster & His Music *OT
	American Concert Studios (See Footnote) S	Trout 10:30-35 Ford (105)	(Coca-Cola) Coke Time	Clifton Utley News
	"	Cedric Adams Sonotone (150)	Dance Orchestra	Al Goodman's Orchestra 10:35-11
	Art & Dottie Todd S	Dance Orchestra	Co-op Baukhage Talking	No Network Service
	Sports Report S	News	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
	"	You and the World	"	Bill Stern's Sports Review (MM)
	"	No Service	"	No Network Service
	"	P&G-Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
	Co-op Elmer Davis	Toni-Man. Soap TBA (202)	Co-op Hazel Markel	No Network Service
	Silver Eagle (137)	Jo Stafford Show	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
	(See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
	Discovery S	Amana People Are Funny (202)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
	Bertrand Russell	"	"	Rosemary Clooney
	The Story of The Coronation S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT
	"	"	"	"
	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
	"	"	"	"
	"	R. J. Reynolds My Friend Irma (185)	Co-op On and Off The Record	Reynolds Metals Faber McGee & Molly (180)
	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
	News of Tomorrow 180	C-P-P. L. Creme Louella Parsons (185)	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
	Virgil Pinkley S	Doris Day	Co-op Elton Britt	"
	LaSalle Orchestra (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams 10:35-45	Bands For Bonds	Clifton Utley News
	"	Dance Orchestra		TBA
	Art & Dottie Todd S	News	Co-op Baukhage Talking	No Network Service
	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir*	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Poetry of Our Times
12:00 N	News S	Europe Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Gloria Parker S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Music of Worship	"
1:00	Churches of Christ Herald of Truth (108)	On a Sunday Afternoon	Vandeventer & The News S	Youth Wants to Know
1:15	"		Co-op Merry Mailman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
	"	"	"	Thy Neighbor's Voice
	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
	Sterling Drug My True Story (212)	Snow Crop Cons. Cosmetic Godfrey (194) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
	"	Star-Kist Owens-Corning Godfrey (190) R	Mutual Music Box	"
	General Mills Whispering Streets (224)	Lever Bros. Frigidaire-Arthur Godfrey (190) R	10:35-11:00 Wonderful City	TBA
	When A Girl Marries (165)	Pillsbury Arthur Godfrey (193) R	"	"
	Live Like A Millionaire	National Biscuit Toni-Arthur Godfrey (198) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
	"	Liggett & Myers Arthur Godfrey (204) R	Queen For a Day	"
	Turn to Friend Toni Tues & Thurs 11:30-12:00	Contnl. Baking Grand Slam (53)	Tues. & Thurs. Quaker; M-W-F Realemon	C-P-P The Phrase that Pays (183)
	News-Gardiner 12-12:10 (165)	P&G Ivory Snow Rosemary (143)	M-F 11:45-12 P. Lorillard	Gen. Foods Bob Hope (140)
	12:10-12:15 Prudential Jack Berch	General Foods Wendy Warren (158)	Miles Labs Curt Massey Time	No Network Service
	Valentino S	Lever Bros. Aunt Jenny (169)	Johnson & Son News (12:15-12:25)	"
	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (184)	12:25 Carl Warren's Guest Time	"
	Not in Service	Whitehall Our Gal Sunday (177)	Faith In Our Time	"
	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
	Co-op Ted Malone	P&G Oxydol Ma Perkins (162)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
	Skinner Mfg. Co. 9:30-10 (36)	Garden Gate	"	Mind Your Manners
	"	St. Louis Melodies	"	"
	Co-op	Animal Fdtn. Galen Drake (69)	Miscellaneous Program S	Archie Andrews S
	"	Galen Drake	"	"
	Ralston Space Patrol (284)	Let's Pretend	Dixie Four Quartet	Pet Milk Mary Lee Taylor (144)
	"	"	Helen Hall	"
	Junior Junction	Cream of Wheat Grand Central Station *(124)	11-11:25 Mutual Music Meeting	My Secret Story
	"	"		"
	Little League Cubhouse S	Cannon Mills Give & Take (154)	Farm Quiz	Modern Romances S
	Frank & Jackson	"		"
	101 Ranch Boys S	Armstrong Cork Theatre of Today (190)	Man on the Farm	News (12-12:05)
	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
	American Farmer S	Carnation, Stars Over Hollywood (195)	5th Army Band	Coffee in Washington
	"	"	"	"
	Navy Hour S	Toni Fun For All (203)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
	"	"	"	"

XUM

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Nat'l Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (107)	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Toni-Man. Soap TBA (202)	Co-op Rukeyser Reports	No Network Service
7:30	Silver Eagle (137)	Jo Stafford Show	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	The Top Guy S	Brylcreem P & G, Nestle Co. Meet Millie (198)	Official Detective	General Foods Roy Rogers (162)
8:15	"	"	"	" News 8:25
8:30	Heritage! Alt. Wks. S	Cathy & Elliott Lewis Onstage	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
8:45	"	"	"	"
9:00	ABC Playhouse S	TBA	Rod & Gun Club Co-op	Pet Milk Truth or Consequences (166)
9:15	"	"	"	"
9:30	TBA	Gen. Elect. Bing Crosby (205)	On and Off The Record	Eddie Cantor Show S
9:45	"	"	"	"
10:00	News of Tomorrow 180	Amer. Tob. Horace Heidt (209)	A. F. of L Frank Edwards (151)	Judy Canova (OT) *
10:15	Virgil Pinkley S	"	Co-op Elton Britt	"
10:30	Airmen of Note (See Footnote)	Ford-Trout 10:30-35 (103) Cedric Adams	(Coca-Cola) Coke Time	Clifton Utley News
10:45	"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
11:00	The 3 Suns S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Nat'l Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	You and the World	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Beulah	Fulton Lewis jr. (342)	Pure Oil Co. News Parade (34)
7:15	Co-op Elmer Davis	Junior Miss	Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Jo Stafford Show	(Mennen) Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm Ed. R. Murrow (97)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	Michael Shayne S	Brylcreem P & G, Nestle Co. Mr. Keen (198)	Take a Number *	Coca-Cola Co. Coke Time (195)
8:15	"	"	"	Rosemary Clooney S
8:30	Platterbrains	Mr. Chameleon	(Co-op) True or False	Best Plays
8:45	"	"	"	"
9:00	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	There's Music in the Air	Great Day Show	"
9:15	Electric Cos. Meet Corliss Archer (325)	"	"	"
9:30	"	"	On and Off The Record	Bob & Roy *OT
9:45	"	"	"	"
10:00	Gillette Cavalcade of Sports (325)	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Chevrolet Dinah Shore (182)
10:15	"	"	Co-op Elton Britt	Words in the Night
10:30		Ford-Trout 10:30-35 (97) Cedric Adams	Dance Orchestra	Clifton Utley News
10:45	News of Tomorrow S (See Footnote)	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
11:00	Frank & Jackson S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Ona Mae Carlisle S	Edw. P. Morgan News	Otto Thurn's Orchestra	News from NBC
6:15	Bible Messages S	UN on the Record	Smiley Whitley Show	H. V. Kaltenborn MM
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	NBC Summer Symphony
6:45	Labor-Management S	Daniel Schoor News	"	"
7:00	"	Broadway Is My Beat	Co-op Al Helfer	"
7:15	John McVane News S	"	Report From The Pentagon	"
7:30	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (182)	Down You Go (7:30-7:55)	New Talent USA
7:45	"	"	State Farm Auto Ins. Co., C. Brown	"
8:00	Dancing Party Co-op	Wrigley Gene Autry (188) R	Wildroot 20 Questions	"
8:15	"	"	20 Questions S	"
8:30	"	GF-Post Cereal Tarzan (97) R	Co-op Virginia Barn Dance	"
8:45	"	"	"	"
9:00	S	Gangbusters	(Co-op) New England Barn Dance Jamboree	"
9:15	"	"	"	"
9:30	"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)
9:45	"	"	"	"
10:00	Saturday at Shamrock S	Saturday Night Country Style	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
10:15	"	"	"	"
10:30	Ambassador Hotel	10:30-35 News-Edw. P. Morgan	"	M. Willson's Music Room S
10:45	"	Saturday Night Country Style	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Frank & Jackson S	Dance Orchestra	Dance Orchestra	Alex Dreier News

SUNDAY

	ABC	MBS	NBC
12 Noon	Sunday Afternoon	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
12:30		"	"
1:00		Bandstand USA	The Catholic Hour
1:30		"	"
2:00		US Military Academy Band	American Forum of the Air
2:30		"	"
3:00		Top Tunes with Trendler	"
3:30		"	Peter Salem
4:00		Youth Brings You Music	Elmo Roper
4:30		Songs of the Wild S	G. I. Joe S
5:00		Peter Salem	Under Arrest
5:30		Elmo Roper	"
6:00	Sunday Afternoon	4:30-4:55 Dear Margy It's Murder	Jason and the "Golden Fleece"
6:30		4:55 Scholl Mfg. Dr. Scholl's News	"
7:00		Wildroot The Shadow	The Chase
7:30		"	"
8:00		Motorola (alt. wks.)	Gulf Oil Co. Counterspy (135)
8:30		True Detective Mysteries	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12 Noon	Closed Circuit	P&G Crisco Dr. Malone (159)	Luncheon with Lopez	Co-op Home Edition of The News S
12:15	"	P&G Duz Guiding Light (158)	"	Wesson Oil Dr. Paul (61)
12:30	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (141)	Say It With Music 12:25 Johnson & Son, News	No Network Service
12:45	"	P&G Tide Perry Mason (163)	M-W-F Mac McGuire S Tu&Th Pequot Paula Stone	No Network Series
1:00	Tennessee Ernie S	Toni, Seeman Nora Drake (193)		Armour (191) Dial Dave Garroway
1:15	"	P&G Ivory Fl. Brighter Day (167)		Jane Pickens News 2:55
1:30	"	Miles Labs Hillton House (146) R	No Network Service	P&G Life-Beautiful (170)
1:45	"	Lever, Kellogg Houseparty * (181) R	Co-op John B. Gambling Club	P&G Road of Life (163)
2:00	"	Pillsbury House Party (187) R*	"	P&G Pepper Young (166)
2:15	"	Toni, Man. Soap TBA (202)	"	P&G Right to Happiness (163)
2:30	Cal Tinney (274)	Gen. Fds. (4-4:05) Cole (46 * Robt. Q. Lewis (85)	Music With Brute & Dan	P&G Backstage Wife (175)
2:45	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)
3:00	Jack Owens Show S	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)
3:15	"	"	"	Manhtn. Soap Woman in My House (181)
3:30	Co-op Big Jon & Sparkie	4:55-5 News 5-5:45 p.m. No Service	Tues.-Fri. 5-5:30	Whitehall † Just Plain Bill (143)
3:45	Fun Factory S	"	Songs of B-Bar-B	Whitehall Front Page Farrell† (138)
4:00	Ronnie Kemper	"	5:30-5:55 M-W-F Kellogg Wild Bill Hickok Tu&Th Derby Sky King	C-P-P Lorenzo Jones (191)
4:15	John Conte S	Miles Labs Curt Massey Time (148) R		Ex-Lax Inc. Doctor's Wife (172)

SATURDAY

	ABC	CBS	MBS	NBC
12 Noon	Vincent Lopez Show S	Carter City Hospital (198)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
12:30	"	"	"	"
1:00	2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	"	U. S. Marine Band S
1:30	"	"	2:25 Johnson News	"
2:00	"	Make Way For Youth	101 Ranch Boys	Design for Listening
2:30	"	"	"	"
3:00	3:00-3:05 News Pan-American Union	Report From Overseas	Bandstand USA	What's the Score
3:30	"	Adventures In Science	"	"
3:45	Martha Lou Harp	Farm News Co-op	Sports Parade	All Star Parade of Bands
4:00	"	Correspondents Scratchpad	"	"
4:30	Gillette Horse Races	Eddie Fisher Army Show	Salute to the Nation	Stars in Action
4:45	"	"	"	"
5:00	Treasury Show	Treasury Show	Mac McGuire Show	TBA
5:30	"	"	"	"
5:45	London Concert Studio S	Washington U.S.A.	Walter Preston's Show Shop	Big City Serenade S
6:00	"	"	"	"
6:15	Paulene Carter	Saturday at the Chase	"	Author Speaks S
6:30	Club Aluminum Club Time (20)	"	5:50-6 Johnson & Son News	Public Affairs S

Explanation: Listings in order: Sponsor, name of program, number of stations: S sustaining; R re-broadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 1:25-1:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319). 7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News, (332).
7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger.
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m. Sun. General Foods Corp. Sunday Gathering (67)
11:30-11:55 a.m. Sun. Peter Hackes News (8)
5:45-5:55 p.m. Sun. Bill Downes News (8)
3:15-3:30 p.m. MWF Lever Housepanty 177
3:15-3:30 p.m. Tue. Kellogg Houseparty 190
3:15-3:30 p.m. Fri Green Giant Houseparty 172
3:30-3:45 p.m. M-Th Pillsbury Houseparty 186
3:30-3:45 p.m. Fri Kellogg Houseparty 190
4:4:15 p.m. M-F Gen. Fds. Grady Cole 46
4:4:05 p.m. M-F Gen. Fds. Robert Q. Lewis 84
4:15-4:30 p.m. M-F Com Prod. Sunshine Sue 57
11:00-11:05 a.m. Sat Campana R. Shudel News 189
1:55-2 p.m. Sat Gen. Foods Galen Drake 154
8:55-9 p.m. Sat Gen. Foods Saska Salute 97

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co. 8:55-9 a.m., M-F Gabriel Heatter-VCA Labs. 10:30-10:35 a.m. Mon.-Sat., News-S. C. Johnson 11:25-11:30 a.m. M-Sat. Johnson & Son News 5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson 6:05-6:10 p.m. M-F Johns-Manville Bill Henry. Mutual-Multi-Message Plan—Participating sponsors: M-Tu-F, 8:30 p.m. programs—General Mills; Mon.-Tues.-Thurs. 8:30 p.m. Programs—R. J. Reynolds, (Lever Bros.) Mon.-Fri. 8:00-8:30 p.m. Programs.
Baseball — (Bristol-Myers) Vitalis Warm-Up — Mon.-Sun. 5 min. preceding "Game of the Day."
Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.
Camel Scoreboard Reynolds Tobacco 5 min. following Game of the Day Mon.-Sat.
Wheaties Scoreboard Gen. Mills, 5 min following Game of the Day-Sun.

NBC—8:8:15 a.m., Shell Oil M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates. Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OP Operation Tandem—Emerson Drug & Knowmark Mfg.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
May 25, 1953

XUM

Aldersgate Day and in England as Wesley Day. Dr. Eric W. Baker, secretary of the Methodist Conference of Britain, spoke at the ceremony.

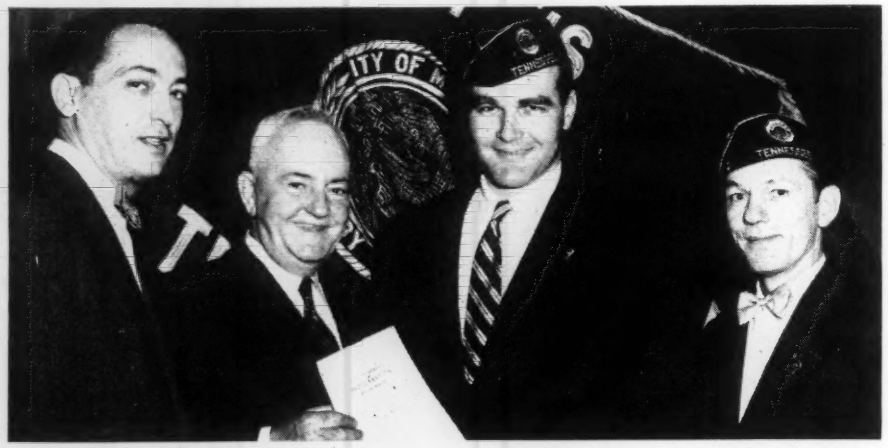
COUNTY AGENT CONTEST

IN A public service effort to make rural listeners more keenly aware of the valuable services performed by their County Agricultural Agent and County Extension Director, WOW-AM-TV Omaha, Neb., is rewarding the outstanding agent a free trip to Europe. The winner will be selected from letters received from rural listeners, who have been invited to write about the fine services rendered by their local County Farm Agent. The winner will attend the Sixth Annual Farm Study Tour to the British Isles and Europe, including visits to Ireland, England, Holland, Belgium, Luxembourg, Germany, Switzerland and France.

motion program involving high school students in the area has proved beneficial to the station, the schools and the students. KGLO permitted students from a different high school each week to appear on an hour-long program for which they selected music, edited news and announced commercials. The station turned over to the high schools half the proceeds from the commercials.

TIED TO HER APRON STRINGS

"GOOD selling is tied to Martha Lane's apron strings." So states a brochure from KXOX St. Louis, through which is tied the apron strings. Inside the folder is a green and yellow plastic apron (life-size) on which is written: "Tie your sales to Martha Lane's apron strings, KXOX . . . 11:30 to 12 noon daily."



WMPS Memphis, Tenn., and a local American Legion post cooperated in bringing Matt Cvetic, the man who posed as a Communist for the FBI, to the city for a speaking engagement. Memphis' Mayor Frank Tobey proclaimed the date as "Matt Cvetic Day." Joining the official at the signing are (l to r) Harold R. Krelstein, WMPS president and general manager; Mayor Tobey; Henry Loeb, commander, Post No. 1, and Carl Brown, Legion exec. secretary.

FM NOT DEAD HERE

WHEN storm damage put WABB-FM Mobile, Ala., off the air temporarily, and the lack of replacement parts held up repairs for three weeks, calls, postcards and letters made life miserable for radio repairmen, switchboard operators and secretaries who had to explain, the station reports. In an effort to relieve this pressure, WABB ran a 68-inch ad on the Sunday radio page of a local paper, explaining the situation. The station's comment: "FM dead? Don't tell that to these folks! The listeners don't know it."

SPECIAL SUPPLEMENT

A 22-PAGE special supplement to the *Fort Lauderdale Daily News*, containing information on WFTL-TV Fort Lauderdale staff and programming, has been distributed to 35,000 prospective uhf viewers, the station reports. On the front page of the section in blue color is a picture of the new station.

'IN THE PUBLIC SERVICE'

"IN THE Public Service" is the title of a booklet put out by WLAC Nashville, containing over 60 pages telling of the station's public service programs. On each page is the story of a public service event and a photograph.

STUDENTS PROFIT

KGLO Mason City, Iowa, reports that a pro-

'YOU'VE SEEN IT BEFORE'

KECA-TV Los Angeles *You've Seen It Before*, created by six motion picture actors, a drama coach and a TV producer, because movie production has currently slowed down, features a panel which tries to identify scenes from books and plays which the remainder of group acts out. Sponsored by Flash TV Stores, L. A., the group has packaged a weekly half-hour program under JMH Productions, with Adele Jergens, Harvey Lemback, Glenn Langan, Harry Landers, Jaclynne Greene, Jack Kosslyn and Mercedes Shirley. Agency is Tullis Co.

ALLIGATORS ON THE SET

TWO LIVE alligators were featured on *The Dinah Shore Show* as a part of a specially constructed scene for Miss Shore's rendition of "Big Mamow," on May 19. The alligators occupied a studio lagoon, six feet wide, 35 feet long and containing 180 cubic feet of water. Furnished with foliage and other scenic effects, the set was supposed to typify a portion of the Louisiana swampland. As she sang, Miss Shore rode through the lagoon in a skiff. The NBC-TV program is seen Tuesdays and Thursdays, 7:30 p.m. EDT.

CAB DEMONSTRATION

KRON-TV San Francisco interrupted its regularly scheduled *Groucho Marx Show* on May 15 to telecast some 100 cab drivers in an organized demonstration and protest against a series of articles recently carried by the *San Francisco Chronicle*. The honking parade of cabs, lined bumper to bumper and circling the building, lasted about 20 minutes. The special telecast of the protest lasted three minutes. Cause of the demonstration was a point made in the *Chronicle* series dealing with vice conditions in the city, that cab drivers are involved in taking customers to rendez-vous with call girls. That not all cab drivers are involved was the purpose of the demonstration.

SYMBOLS OF BRITISH MONARCHY

EXACT, life-size reproductions of the symbols of monarchy to be worn or carried by Queen Elizabeth II for her Coronation were displayed on *Today*, NBC-TV news and feature program. The display included the Imperial State Crown, the Orb of England and the Royal Scepter, as well as an 18-inch statuette of Britain's queen, portraying her as she will appear at the Coronation.

CORONATION CONTEST

AFTER 15 weeks of competition, a winner was selected in the Coronation Contest conducted by WKRC-TV Cincinnati. Questions in the contest revolved around historical and geographical subjects. The winner, Charles E. Stevenson, assistant professor of law at the University of Cincinnati, will receive a free trip to the Coronation and Paris, plus clothing, luggage and spending money. Runners-up received refrigerators, gas ranges, watches, etc. The contest was conducted by means of picture clues on the air and in the *Cincinnati Times-Star*.

SMUGGLED POW LIST

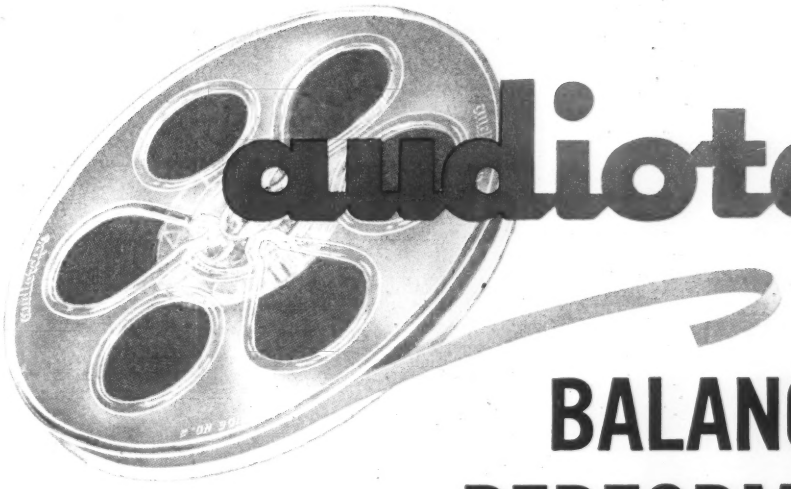
WHEN the mother of Private James J. Coogan, the third Philadelphia prisoner of war to be repatriated, revealed his smuggled list of 71 names of allied soldiers still held by the Reds, WIP Philadelphia built a program around the event. Conversations with the mothers of Philadelphia men on the list were recorded, resulting in a touching half hour program, reports the station. One mother had not heard from her son in a year and a half.

Next Time They'll Whisper

THREE brief mentions on the Dean Landfear program on WMT Cedar Rapids, Iowa, brought thousands of requests for tickets to the first broadcast in the summer *People Are Funny* series, sponsored on CBS Radio by Amana Refrigeration Inc., Amana, Iowa.

The freezer firm's dealers along with WMT, the Cedar Rapids Memorial Coliseum (which wasn't even involved in the program) and the local Paramount Theatre were flooded with calls. According to George C. Foerstner, executive vice president, and Merlin E. Morris, advertising manager of Amana, dealers had so many thousands of requests it was necessary to hold drawings for the 1,950 tickets.

To satisfy the crowds that were turned away, Art Linkletter, star of the program, gave a special out-of-doors performance before the start of the Three-I baseball game the same night. Mayor Milo Sedlacek, of Cedar Rapids, proclaimed May 9 as "Art Linkletter Day."



audiotape

TRADE MARK

BALANCED PERFORMANCE

gives you highest overall sound recording quality

...at no extra cost

audiotape has been designed, formulated and perfected to meet the most exacting requirements for modern, professional sound recording. Its mechanical and magnetic properties are carefully balanced to assure optimum overall performance in *your* recording machines.

Output, frequency response, noise level and distortion are correctly proportioned for the most satisfactory end result – with no compromise on quality anywhere along the line.

Perfected manufacturing techniques and high production volume enable this premium-quality tape to be offered to you at *no increase in price.*

Here are some of Audiotape's extra-value features:

More Uniform Frequency Response – Audiotape's output does not tend to fall off at the higher frequencies. Response remains excellent throughout the complete range of audible sound, requiring no special equalization.

Low Noise Level – Extremely uniform dispersion of magnetic particles results in exceptionally low noise level – completely free from troublesome ticks and pops. Overall signal-to-noise ratio is entirely comparable to that obtainable with average production of any premium price tape on the market.

Low Distortion – Highest quality magnetic oxide, in a coating of precisely controlled uniform thickness, results in exceptionally low distortion over a wide range of bias settings.

Maximum Uniformity – All 7" and 10" reels of plastic base Audiotape are guaranteed to have an output uniformity within the reel of ±¼ db or better – and a reel-to-reel variation of less than ±½ db. What's more, there's an actual output curve in every 5-reel package to prove it.

Complete Interchangeability – Since Audiotape requires no special equalization adjustments, Audiotape recordings can be interchanged freely between radio stations and studios – played back perfectly on any machine.

Highest Coating Adhesion – keeps the magnetic oxide coating from rubbing or flaking off. No danger of fouling heads and guides.

Guaranteed Splice-Free – Plastic base Audiotape, in both 1200 and 2500 ft reels, is positively guaranteed to be free from splices.

Low-Tension Reel Design – with 2¾" hub now standard for all 1200 foot, 7" reels. By eliminating the high tension zone encountered at smaller hub diameters, this reel assures more accurate timing, more constant pitch, slower maximum reel speeds and reduced wear on heads and tape.

COMPARE AUDIOTAPE in an end-to-end run with any other sound recording tape available. Compare the *prices*, too. You'll find that Audiotape speaks for itself – in *performance* and in *cost!*

AUDIO DEVICES, Inc.
444 Madison Avenue, New York 22, N.Y.
Export Dept.: 13 East 40th St., New York 16, N.Y., Cables "ARLAB"

THEY SPEAK FOR THEMSELVES

audiotape
audiodiscs
audiopoints
audiofilm

Advertisers

Charles E. Brooker appointed assistant sales manager of Food Industries Dept. of Pennsylvania Salt Manufacturing Co., Phila.

Leon H. Black, assistant purchasing agent of W. A. Sheaffer Pen Co., named manager of Canadian subsidiary.

Agencies

Bryan Houston, executive vice president, Sherman & Marquette, N. Y. office, elected president; **Stuart Sherman**, president, elected chairman of board of that office.

Arnold T. Bowden, vice president of Flack Adv., Syracuse, to James J. Coolican Inc., Syracuse, as executive vice president and general manager.

Sidney C. Lund becomes head of creation of industrial literature in publicity dept. of G. M. Basford Co., N. Y.

William Ennis and **Robert Kunkel,** account executives at G. M. Basford Co., N. Y. and Cleveland, promoted to account managers, supervising group of accounts.

Paul B. Kinney, sales promotion div. of Trumbull Electric Dept. of General Electric Co., Plainville, Conn., to James Thomas Chirurg Co., N. Y. and Boston, as account executive in N. Y.

Charles W. Pine, head of Charles W. Pine & Assoc., Providence, appointed account supervisor of Advertising Counselors of Arizona, Phoenix.

William P. Stoneham, Van Auken, Ragland & Stevens Adv., Chicago, to Harry G. Willis & Assoc., Glendale, Calif., as account executive in industrial dept.

Willard V. Merwin, account executive at WKRG Mobile, Ala., to J. H. Lewis Adv. Agency, that city, in same capacity.

William J. Jost, former vice president of Owen & Chappel Agency, N. Y., to Geyer Adv., same city, as account executive.

George H. Gilbert, Electric Service Manufacturing Co., becomes acount executive with Eldridge Co., Phila. Advertising Agency.

Edgar C. Kahn, TV director, NBC, to Kudner Agency, N. Y., TV dept. as producer-director on *Martin Kane, Private Eye* show.

John W. Gladhorn has retired after 20 years with Geare-Marston, Phila. Adv. Agency, as account executive.

E. D. Geoffrey Garth, vice president of Lamb & Keen, Phila., to Lee Ramsdell & Co., that city, as account executive.

Robert E. Daiger, executive vice president of VanSant, Dugdale & Co., Baltimore, named chairman of Atlantic Council, American Assn. of Advertising Agencies.

Hildred (Hilly) Sanders, vice president in charge of radio-TV, Dan B. Miner Co., L. A., becomes first woman appointed to American Assn. of Adv. Agencies Standing Committee on Radio and TV Production.

Morris Kornberg, account executive, Richlind Adv. Corp., N. Y., and **Lewis R. Chapman,** owner-manager, Dover House Ltd., L. A. (wholesale distributors of cosmetics), form

Chapman & Korber Adv. Agency, North Hollywood, with offices at 5032 Lankershim Blvd. Telephone is Stanley 7-6579.

John H. Hines, BBDO, N. Y., to Kudner Agency, N. Y., on radio-TV copy staff.

Don Belding, president, Foote, Cone & Belding Inc., L. A., named publicity committee chairman of local 1953 Community Chest campaign.

William Z. Burkhart, president of Stockton-West-Burkhart Inc., Cincinnati, named president of Cincinnati chapter of Society for the Advancement of Management.

Stations

Don Perrie, announcer for WJBO and WBRL-FM Baton Rouge, La., promoted to program director.

Ruth Richey Rouzie appointed commercial manager of WNNT Warsaw, Va.

Wall Matthews appointed account executive at WBAL-TV Baltimore.

Jack Howlett named production manager of CFCF Montreal, succeeding **Reo Thompson,** who has moved to All-Canada Radio Facilities Ltd., Montreal, to head TV division.

Faye Johnson, national accounts and traffic manager, Hawaiian Broadcasting System, appointed promotion director. **Wayne Collins** named news director for Hawaiian Broadcasting System (KGMB-AM-TV Honolulu and KHBC Hilo).

Alex West, radio-TV director at Rhoades & Davis Adv., S. F., to KCBS San Francisco, as asssitant sales manager.

Richard E. Goebel appointed executive assistant to **Harry L. Nace, Jr.,** president of KTYL-TV Phoenix.

James Parks, creator of ABC radio *Quiz Kids* and partner in Searle & Parks Inc., former Hollywood program packager-distributors, to KNBH (TV) that city as sales manager. He succeeds **Doty Edouarde** who becomes manager of radio spot sales, NBC Western Division.

George T. Miller named news and special events director at KTYL-TV Phoenix.

Peter McDonald, producer at CBLT (TV) Toronto, becomes TV co-ordinator of CBUT (TV) Vancouver, expected to be on air late this year.

O. P. Bobbitt appointed sales manager of KTBC Austin, Tex., succeeding **Sam Plyler.**

Morton E. Grossman, advertising promotion manager of *The Washington Post*, appointed promotion manager of WOAI-AM-TV San Antonio.

Barbara Tobin, TV production staff of WGN-TV Chicago, appointed director of education for WBBM-AM-TV, **William B. Wolff,** WHFC Chicago, to WBBM, as staff announcer.

John S. Bell, program-news-sports director of WSDC Marine City, Mich., to WKBZ Muskegon, Mich., as director of sports and special events.

Russ McElwee, salesman at WIST Charlotte, N. C., returns to WIS Columbia, S. C., as salesman.

James Edward Doggett, salesman for WBRW Welch, W. Va., has resigned. **Les Breck**, special events and sports director, assumes additional duties as account executive for sports accounts now on station.

George H. Stephens appointed farm reporter for KCMO Kansas City.

William J. Hooper, executive sales staff at WCAU Philadelphia, to sales staff at WHAM Rochester, N. Y.

Johnny Johnston to staff of WCBA Corning, N. Y., as sports director.

Hunt Stromberg, Jr., motion picture writer and N. Y. stage producer, and **Selig J. Seligman,** author and former assistant to **Edward L. Hyman,** vice president of Paramount Pictures, to KECA-TV Los Angeles as producer-writers.

Richard Crosswhite, news editor of KOA Denver, to KBTV (TV) Denver, as newswriter.

Bob Ehrlich replaces **Jim Erhardt** on announcing staff of KCKY Coolidge, Ariz.

Maurice Hamilton and **Roger Peterson** to KCBS

Takes Holy Orders

GEORGE TWIGG-PORTER, S.J., for 13 years western states regional director of *The Sacred Heart Program*, will be ordained to the priesthood of the Catholic Church in San Francisco June 12. He was named to his present post upon entrance into the order in 1940. The program is now heard on 1000 stations in three languages on five continents.

JET FIRE IS SURE FIRE!

Sure Fire Merchandising that is—as WPTR offers its JET- FIRE plan—36 SUPER MARKETS in Albany—Schenectady —Troy and Upstate New York.

P.S. Last year their Retail Sales were 25 Million Dollars.

WPTR 50,000 WATTS

UPSTATE NEW YORK'S LEADING INDEPENDENT

Represented by Weed and Co.

San Francisco as writer and summer relief announcer, respectively.

James G. Hoyt, executive comptroller of KEYT (TV) Santa Barbara, elected president of Santa Barbara Advertising and Merchandising Club.

Max Ewing, production supervisor at KGNC-TV Amarillo, Tex., named as one of ten press photographers to attend annual dinner given by White House Press Photographers for President Eisenhower.

Harvey J. Struthers, general manager of WEEI Boston, received 1952 public interest award for spreading information concerning accident prevention, from National Safety Council.

Sam Balter, sports director, KLAC-AM-TV Hollywood, to narrate "The Wild One" feature film for Stanley Kramer Productions.

Jack Lemon, N. Y. TV actor, assigned role in Columbia Pictures feature film, "A Name for Herself."

Barbara Haddox, promotion manager, WBNS-TV Columbus, named grand prize winner in contest among stations carrying CBS-TV *George Burns and Gracie Allen* for best overall promotion during March 20-April 20 period. Contest was sponsored by Carnation Milk Co. and B. F. Goodrich Co.

W. Wright Esch, owner and operator of WMFJ Daytona Beach, Fla., elected president of local chapter of Reserve Officers Assn. of America.

Calvin J. Smith, president, KFAC L. A. and Southern California Bcstrs. Assn., received award from California Fire Prevention Committee in recognition of radio's cooperation with fire prevention program.

James T. Aubrey Jr., general manager KNXT (TV) Hollywood, appointed TV representative on Better Business Bureau of L. A. board of directors for "Operation Clean Up."

Alan Armer, director, KNBH (TV) Hollywood, father of boy, Michael, May 4.

Lloyd Grant, staff announcer at WNAX Yankton, S. D., father of boy, May 4.

Sam Hall, salesman for KXOK St. Louis, father of girl, May 1.

Jack Creamer, WIP Philadelphia commentator, has had his new book *Horses and Men* published by Cowen, McCann, N. Y.

Hood Waldo Rood, transmitter engineer at WPTF Raleigh, elected mayor of Cary, N. C., for third term.

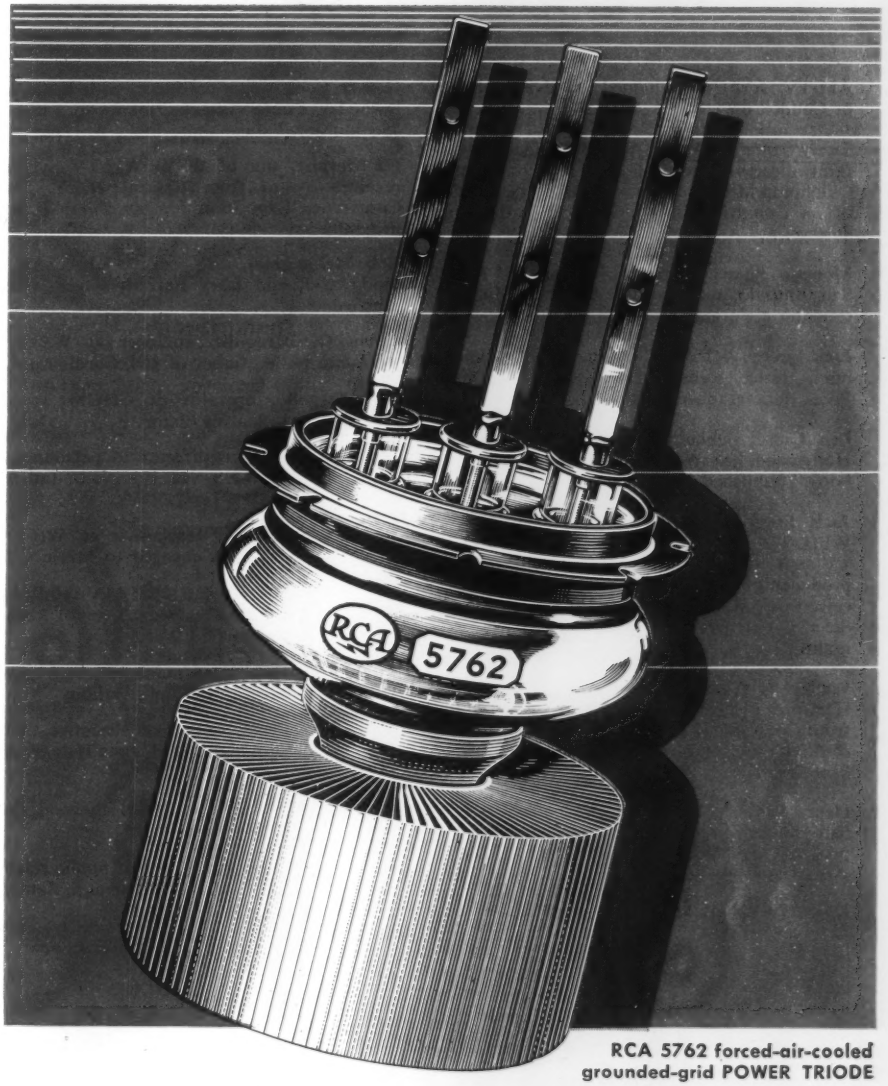
Frank Raymond, farm director of WDVA Danville, Va., elected president of Ruritan Club of Westwood Hills in suburban Danville.

Bob Forker, WGAR Cleveland local sales manager, elected president of American Turners Dramatic Society, Cleveland chapter.

William R. Tedrick, vice president and general manager of WOKZ Alton, Ill., honored on behalf of WOKZ by savings bond div. of Treasury Dept. for origination of new savings bond program, *Mr. Minute Man*.

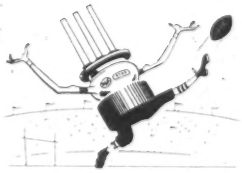
Edwin K. Wheeler, general manager of WWJ-TV Detroit, and **Ben R. Donaldson**, director of advertising, Ford Motor Co., received Freedoms Foundation award for outstanding contributions to better understanding of American way of life. Ford was awarded for "The American Road" series, WWJ-TV for *Message From Korea*.

Edward C. Obrist, station manager of WNHC-



RCA 5762 forced-air-cooled grounded-grid POWER TRIODE

The "Triple-Threat" Performer



Originally designed for FM, the RCA 5762 has become a "triple-threat" performer throughout the broadcast field. It has won high scores for efficient operation in TV, FM, and AM transmitters.

Because of its improved, more efficient radiator, the 5762 runs cooler . . . lasts longer. More stable operation results from short, direct filament leads.

The use of a conical grid support makes possible extremely low grid-lead inductance, prevents electron bombardment of the bulb, and results in better over-all operating efficiency.

So play it safe in tube replacements. Buy RCA Tubes—the tubes built to give you maximum *Performance Security.*

Your RCA Tube Distributor has RCA Tubes in stock for immediate delivery. Call him for fast and friendly service.

RCA® RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

AM-TV New Haven. named to Advisory Board of Council on Human Relations.

Sandy Saunders, WKY-AM-TV Oklahoma City farm director, received award from Central Oklahoma Milk Producers Assn. "in recognition of . . . contribution to Oklahoma's dairy industry . . ."

Monette Shaw, women's director for KABC San Antonio, received Jaycee Award for outstanding civic and charitable work.

Jack Emley, WTVJ (TV) Miami news cameraman, elected second vice president of Miami Press Photographers Assoc.

Leo Guild, publicity director, KLAC-AM-TV Hollywood, has compiled "The Bachelor's Jokebook," published by Avon.

Jack Steck, executive program director of WFIL-TV Philadelphia, and **Bess Barg,** radio-TV assistant for Phila. Board of Education and producer of *Science Is Fun* on WFIL-TV, received certificate of merit from New Jersey Science Teachers Assn. for *Science Is Fun* program.

Walter B. Hasse, general manager of WDRC Hartford, received "Certificate of Appreciation" from Connecticut Society for Crippled Children & Adults for station's help during recent Easter Seal drive.

Henry Schacht, director of agriculture, KNBC San Francisco, cited for daily *Farmer's Digest* program as "best farm show" by California Associated Press Radio Assn.

Dave Showalter, director of public affairs, and **Gomer Cool,** writer-producer, both KNX Hollywood, named co-chairman to produce "Scoutorama" stage show in L. A., June 5-6.

Ed Murphy, star of WSYR-AM-TV Syracuse, received award from Central N. Y. Safety Conference Exposition for his *Safety Rangers* program.

Bob McLaughlin, disc jockey, KLAC-AM-TV Hollywood, and **Jerry Barrett,** singer, will be married Aug. 1.

Johan O. Bergquist, engineer at WSYR-TV Syracuse, N. Y., father of girl, Carol, April 20.

Don Costello, operator of CHUM Toronto, father of girl, Sharon Elaine.

George Stadtmuller, director of personnel and accounting at KCBS San Francisco, father of girl, Patricia, May 1.

Ed Ruppe, account executive at WICC-TV Bridgeport, Conn., is engaged to Marie Curey.

Vance Colvig, star of KNBH (TV) Hollywood *Peanut Circus*, and **Tink Ross,** Capitol Records, that city, were married April 25.

Ray Karpowicz, sales manager at WEW St. Louis, father of boy, Paul Anthony, May 5.

Philip Dexheimer, account executive, KBIG Avalon, Calif., father of girl, Jana Helane, April 23.

Bill Rapp, director, KHJ-TV Hollywood, father of girl, Susan Joyce, April 19.

Caley E. Augustine, director of public relations and promotion at WJAS Pittsburgh, father of girl, Peggy Jo, May 3.

Jean Sladden, director of women's activities WDTV (TV) Pittsburgh, married **Bill C nelly,** *Pittsburgh Press* advertising salesm April 18.

Networks

Matthew Vicracker and **Stewart Robinson** pointed treasurer and assistant treasurer, spectively, of ABC Central Div.

Mary Martin is first star to be signed for Fo 50th anniversary TV program on NBC an CBS-TV networks, Monday, June 15, 9-11 p EDT.

Gale Storm, star of CBS-AM-TV *My Li Margie*, and **Marguerite Piazza,** Metropolit Opera star featured on NBC-TV *Your Sho Shows*, signed to recording contracts by Capi Records.

Sarah Selby, featured actress on CBS Ra *Junior Miss*, assigned role in 20th Century-F feature film, "Be Prepared."

William Conrad, star of CBS Radio *Gunsmo* assigned role in Paramount Pictures featu film, "The Naked Jungle."

Jim Campbell to CBS-AM-TV New York staff announcer.

George Olden, CBS-TV graphic arts direct presented with Art Directors Club Medal fo "overall contribution to TV graphic art."

Ralph Edwards, creator-star of NBC-TV *Tr Is Your Life*, awarded first TV network pr gram citation by Laymen's Movement f Christian World for "outstanding contributi to the spiritual life of America."

Gustav B. Margraf, vice president for tale and program administration for NBC, electe an honorary member of Duke U. Circle, Ri of Omicron Delta Kappa, national honorar fraternity.

Stanton Kramer, director of TV promotio publicity, ABC Western Division, father girl, Andrea, May 13.

Win Uebel, assistant network sales traffic ma ager at NBC Chicago, father of girl, Dia Rose.

Manufacturing

Dr. Constantin S. Szegho appointed vice pre dent of research for Rauland Corp., Chica tube manufacturing agency.

John Holzman appointed vice president a sales director for RCA Victor Distributi Corp., RCA subsidiary, Chicago headquarter

Donald H. Kunsman, treasurer and comptr ler of RCA Service Co., Camden, N. J., nam vice president. **Gerald W. Pfister**, manager field administration in Consumer Produ Service Div., replaces Mr. Kunsman.

Burt Dorris, quality control manager, TV M Div., Hoffman Radio Corp., L. A., promot to Western sales manager for firm. **Bruce**

YOU CAN DO A BIG JOB
FOR PEANUTS
Advertising dollars do a BIG JOB when you use WBNS to reach the billion-dollar Central Ohio market.
WBNS has more listeners than any other station in this BIG market . . . has all 20 top-rated (Pulse) programs . . . has helped merchandisers zoom to new sales highs in this buying market . . . and . . . gives you a low-cost-per-thousand listeners. Yes . . . sponsors do a big job on peanuts with WBNS Radio.
CBS for CENTRAL OHIO
WBNS radio
COLUMBUS, OHIO
ASK JOHN BLAIR

INTERVIEWING a patient at Fitzsimmons Army Hospital while attending a meeting of the KOA Denver board of directors, of which he is a member, radio-TV-screen comedian Bob Hope uses a KOA microphone to get the veteran's reactions.

Birchard, assistant manager, patent dept., Zenith Radio Corp., Chicago, to Hoffman as manager of firm's patent dept.

Herbert Sands, sales training div., Philco Corp., Phila., appointed to sales dept. of radio div.

Jerry Kirshbaum, sales manager of Precision Apparatus Co., Elmhurst, N. Y., elected president of Eastern Div. of Sales Managers Club.

Representatives

A. A. McDermott, Radio & Television Sales Inc., Toronto, elected first vice-president of Advertising and Sales Club of Toronto for 1953-54.

George Lindman, head of S. F. office of George P. Hollingbery Co., elected vice president.

Mr. Lindman

John Carter, account executive with Adam J. Young Jr. Inc., N. Y. radio and TV station representative firm, promoted to assistant to president, with duties of planning sales strategy and supervising research and promotional activities.

Wynn Kirby, salesman, O. L. Taylor Co., station representation firm, father of boy, May 3.

Program Services

George M. Rowland, Jr., vice president and director of sales for Gardner Displays Co., appointed assistant director for special activities for American Museum of Natural History in N. Y., including duties of administering contracts for TV, radio and motion pictures. In cooperation with CBS-TV, Museum presents special TV series titled *Adventure.* (Sun. 5-6 p.m. EDT).

William Hodapp, executive director of Television programs, Inc., and producer of NBC-TV's *American Inventory* program, elected director of Laymen's National Committee.

Personnel Relations

John Dales Jr., executive secretary, Screen Actors Guild, elected treasurer of Hollywood Coordinating Committee for 1953-54.

Government

Kenneth Pendleton, technical director at WKBZ Muskegon, Mich., appointed civilian technician with U. S. Navy Experimental Section, Washington, D. C.

Trade Associations

Mr. Cagle

Gene L. Cagle, president of Texas State Network and president and general manager of KFJZ Fort Worth, Tex., elected to board of directors of Advertising Federation of America, replacing **Oveta Culp Hobby,** now secretary of newly created cabinet department, Washington, D. C.

What a station executive says about Standard Rate Service-Ads:

"Media men seek and appreciate this information"

says G. Richard Shafto, general manager, station **WIS** Columbia, S. C.

"The story of WIS in our own language gives personality to the essential reference data in our Standard Rate Listings. We feel that media men seek and appreciate this added information at the time they turn to Standard Rate for comparative facts and figures."

8 ways a service-ad in SRDS sells time

1. It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps *unknown* prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to SRDS for more information, *fast.*
7. It keeps your story in the only place you can be certain that everyone who sees it is interested in stations *right then.*
8. It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Standard Rate Service-Ads such as the one shown here sell time for you because they deliver wanted information to your prospects at the time they are making station selections.

SRDS

Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

7 Sizable Sales directly traceable to Radio Advertising

H. C. Munson, Cortland, N. Y., writes, ". . . the morning program is very definitely producing both inquiries and sales for Paint-O-Plast. At least seven sizable sales are directly traceable to the radio campaign. We believe other inquiries will result in future sales."

WSYR *gives you up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.*

Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York

it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives

IN PUBLIC INTEREST

'Esso' Public Service

A TOTAL of 9,683 public service messages were carried on Esso Standard Oil Co.'s *Your Esso Reporter* radio and television broadcasts over the past three years, the Advertising Council announced last week. Some 8,949 of the appeals were heard over radio and 734 on television, with a total of 25 Council public interest projects supported on Esso's programs, the Council said. Marschalk & Pratt is the agency for the program. Public service messages are prepared by Robert Jones, Gordon Page, and Curt Peterson.

WLIB Aids Blood Testing

WLIB New York reports it was the radio station kicking off the city public health department's campaign beginning last Monday to get people to take blood tests. To help overcome various fears that make many people reluctant to take tests, WLIB staffers were scheduled to take tests themselves while on the air.

Hartford Day Camp Benefits

WDRC Hartford, Conn., has brought in $1,000 for Camp Courant, a summer day camp for children. Fund drive was conducted on Jack Zaiman's *Needle Club*, which will continue the campaign until late June. The camp is sponsored by the Hartford *Courant*, for which Mr. Zaiman is a political reporter.

$30,090 for Neighbors Club

CHRISTMAS Neighbors Club contributions in 1952 amounted to $30,089.81, Al Boyd, director of the club, has announced. The money was contributed by WLS Chicago listeners and *Prairie Farmer* readers, he said, and was used to buy 964 radios, wheel chairs, inhalators, orthopedic walkers and playground equipment for hospitals in Illinois, Indiana, Wisconsin and Michigan. WLS and *Prairie Farmer* absorb operating expenses of the club. Since its start in 1935, Mr. Boyd disclosed, the Christmas Neighbors Club has raised nearly $380,000, solely through announcements over WLS and stories in the *Prairie Farmer*.

Two Awards in One Day

KLRA Little Rock, Ark., recently received two awards in one day. The first was from the President's Committee on Employment of the Physically Handicapped; the second from the U. S. Junior Chamber of Commerce. W. V. Hutt, KLRA general manager, accepted both public service awards.

Cleveland Cites WEWS (TV)

WEWS (TV) Cleveland, Peabody Award winning station, received commendation from the local City Council May 11 for having "focused attention on Cleveland as a progressive community."

'Letters From America' Aid

SOME 423 foreign language broadcasting stations in the U. S. have helped to promote the "Letters From America" campaign during the past three years, the Common Council for American Unity, sponsor of the drive, reported last week. Campaign, designed to combat anti-American propaganda abroad through personal letters from Americans to friends and relatives overseas, marked its third anniversary last week, which was designated "Letters From America Week."

WRC Assist to Charity

AFTER WRC Washington disc jockey Gene Archer interviewed Mrs. Margaret E. Kennedy, who made a charity appeal in behalf of the Washington Home for Foundlings, a man in nearby Arlington, Va., Aubrey Lee, donated the entire stock of a gift shop to the foundling home. The goods, which Mr. Lee had stored after closing his shop two years ago, were valued at $20,000 wholesale.

Tragedy-Stricken Family

SOME $900 was raised through appeals by WIDE Biddeford, Me., to give financial aid to a family in which one son was struck by an auto and later received an eye injury, two other children were drowned when ice broke beneath them, and the mother underwent major surgery. President Arthur Deters said only one $2 pledge was unfulfilled.

Appeal Brings $1,000

COLLECTIONS have reached $1,000 in WBZ Boston radio appeal to aid an Arlington, Mass., youth who has been in a coma since an automobile accident January 13. Jerry and Sky, all-night disc jockeys on WBZ, initiated the appeal. Response to date has been from 35 states.

Raises Funds for Surgery

WBCU Union, S. C., has ended an air campaign to raise $1,000 to pay expenses of a surgical operation on the 8-year-old son of a local underprivileged family. A total of $1,200 was contributed for the boy, who is suffering from a rare heart ailment and whom doctors have given a 50-50 chance for survival if the operation is performed.

WPIX (TV) Aids Foundlings

WPIX (TV) New York May 3 launched a community service program in cooperation with the New York Foundling Hospital, which cares for 3,000 homeless children. Titled *A Home for a Child*, the program emphasizes the hospital's humanitarian work and presents case histories of children for potential adoption or placement in foster homes. Program is carried Sundays, 12:15-12:30 p.m. EDT.

Ubelhart, Bourgholtzer To Get Headliner Awards

JAMES UBELHART, news director of WSPD Toledo, and Frank Bourgholtzer, recently appointed NBC chief correspondent in Paris, have been selected to receive National Headliners' silver medallions in recognition of consistently outstanding news broadcasting during 1952. In the new field of TV, Headliner judges voted a joint award to the four video networks for their telecasting of the political conventions in Chicago as "outstanding coverage of a news event."

Reportorial Ability

Mr. Ubelhart, whose 1952 reportorial achievements ranged from a series recorded at U. S. air bases in Europe to a report of the showing of the Berlin art masterpieces at the Toledo Art Museum, won the Headliners Award for "consistently outstanding news broadcasting by a local radio station." Mr. Bourgholtzer was accorded his award for the performance of his duties as NBC's White House correspondent during 1952. He held this post from 1947 until April 1, 1953, when he was transferred to Paris.

Medallions will be presented to the radio and TV winners and to other winners from newspaper, news service, and newsreel fields on June 13 at a luncheon at the Dennis Hotel, Atlantic City.

N. Y. Art Awards to Radio-TV

THREE medalist awards in the fields of radio and television have been made by the Art Directors Club of New York as part of its annual contests for the best examples of advertising and editorial art.

Medalist winners included G. Olden, CBS-TV director of graphic arts department, for "overall contributions to TV art titling"; Louis Dorfsman, art director and associate director of sales promotion and advertising, CBS Radio, for "design of complete unit booklets, and direct mail ads"; and to Lew Keller, Ray Patin, and Marlowe Hartung, Ray Patin Productions, for "television commercial film, full animation."

Merit Awards

Awards of distinctive merit were made to William Goldin, art director of Lester Rossin Assoc., New York, for newspaper and magazine advertisements created for CBS Radio and Television; Norman Tate and A. Oestrander, TV commercials for the Atlantic Refining Co.; Ray Patin and Tom Newman of Ray Patin Productions, TV Commercials for Blue Plate Foods, Inc.; Irving Miller, CBS Radio, for magazine advertisements for KCBS San Francisco, and Arnold Rosten, MBS art director, for magazine ads for MBS.

OVERSEAS Press Club's 1952-53 award for the best radio reporting from abroad of foreign affairs has been won by Howard K. Smith, chief of CBS Radio's European news staff [B•T May 18], and Adrian Murphy (r), CBS Radio president, accepts the award in Mr. Smith's behalf. Admiring the award are George Crandall (l), CBS Radio director of press information, and Ben Gross radio-TV editor of the *New York Daily News*.

Burns & Allen Prizewinner

BARBARA HADDOX, promotion manager of WBNS-TV Columbus, has been adjudged the grand prize winner in a nation-wide contest conducted by George Burns and Gracie Allen and their sponsors, the Carnation Milk Co. and the B. F. Goodrich Co., for promotion managers of stations carrying their television show. Miss Haddox wins a trip to the Coronation of Queen Elizabeth with all expenses paid. Runners-up, who will receive 21-inch console TV sets, are: Burt Toppan, WTVJ (TV) Miami; Robert Pratt, WCBS-TV New York; Ardyce Pfanstiel, KEYL (TV) San Antonio; James Evans, WHNC-TV New Haven, and Jack Schumacher, WICU-TV Erie.

Waco Stations Honored For Work After Tornado

TEXAS Assn. of Broadcasters Wednesday will present special awards to the two Waco radio stations, WACO and KWTX, and to the Texas State Network, for the outstanding public service they rendered after a tornado in that city May 11 killed more than a hundred people and destroyed millions of dollars in property [B•T, May 18].

TSN will air the live broadcast, which will originate in Waco (Wednesday 10:30-11 a.m. CST), according to Richman Lewin, TAB publicity director.

To Emcee SDX Banquet

DON McNEILL, Toastmaster of ABC's *Breakfast Club*, will be m.c. for Sigma Delta Chi's national award banquet and presentation ceremony at the Conrad Hilton Hotel in Chicago today (Monday), Lee Hills, the fraternity's national president, has announced. John H. Norton Jr., vice president in charge of ABC Central Div., will accept a special citation for ABC, one of four to TV networks for outstanding coverage of the 1952 political conventions.

EVEN MEXICANS WATCH

W·H·E·N

Day-in and day-out, the people of Mexico watch WHEN and then shop the greater Syracuse Market.

Mexico is only one of more than 250 communities covered exclusively by WHEN. Your advertising dollar, over WHEN, is exposed to over 2¼ million people. This is a market with a high stable buying income . . . a market whose buying habits are constantly influenced by watching WHEN. This is your opportunity to cover the important Central New York Market with JUST ONE medium . . WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS ABC DUMONT

A MEREDITH STATION

W·H·E·N TELEVISION SYRACUSE

RECIPIENT of the Chicago Sales Executives Club's first award for outstanding TV and radio sales performance is Earl Nightingale, who conducts daily housewives programs on WGN, WGN-TV Chicago. Examining "Oscar of Selling" are Mr. Nightingale (l) and Frank Schreiber, general manager of WGN-AM-TV. Mr. Nightingale was presented the award at the club's seventh annual Distinguished Salesmen Award Banquet.

RCA Institutes Awards

RCA Institutes Inc. announced May 13 it had awarded scholarships to that school valued at $1,500 each to Richard Anton Belz, John Francis Corbani and Anthony C. Medile, all of New York. Final selection for the awards, open to contestants representing public and private high schools in the New York area, was made by Dr. Alfred N. Goldsmith, consulting engineer; George L. Van Deusen, president emeritus of RCA Institutes, and George F. Maedel, current president.

DuMont Wins VFW Award

DuMONT TV Network has been presented with the Award of Merit of the Veterans of Foreign Wars "in commendation of its excellent public service programs, and particularly of the meritorious national feature, *The New York Times Youth-Forum*" (Sunday, 6-7 p.m., EDT).

NBC Takes Radio Awards; Shares TV Honors with ABC

Chicago Federated Advertising Club announces its 1953 competition winners for Chicago-originated network programs.

NBC corralled top honors for Chicago-originated network radio programs and divided awards with ABC on TV network shows in the Chicago Federated Advertising Club's 1953 awards competition.

The awards were announced and presented to the networks and local stations in a number of categories at the annual CFAC dinner in the Morrison Hotel last Thursday evening. They covered radio, television and seven other classifications on the basis of work created in the Chicago area between April 1, 1952, and March 31, 1953.

NBC won the radio variety program honor for its *Kukla, Fran & Ollie*, produced by Beulah Zachary, and a special feature public service award for its *National Farm and Home Hour*, sponsored by Allis-Chalmers Mfg. Co.

In television, ABC-TV's *Super Circus*—a four-time CFAC winner in the past—walked off with honors for the "best network children's show" and NBC-TV's *Ding Dong School* won out for the "best all-around network service show." NBC-TV also won a special citation for its overall Chicago TV productions.

WGN, WBBM and WMAQ shared local radio honors.

Other top radio winners were:

Programs

Drama—*Hall of Fantasy*, WGN. Dick Thorne, writer-producer.

Disc Jockey—Norman Ross, WMAQ. Honorable mention: *Highway Harmonies*, WMAQ, sponsored by Chicago Greyhound Cooperative. Bob Carmen, writer; Herb Lateau, director.

Commentary—Honorable mention: *The Earl Nightingale Show*, WGN. Earl Nightingale, writer-producer.

Special Features

Public Service—Honorable mentions: *Holiday Traffic Service*, WGN. Bruce Dennis, writer-producer. *Dollars For Decency*, WBBM.

Women's Shows—*Virginia Gale Show*, WGN. Ruby Anderson, writer.

Special Events—*WBBM Was There* and *Crime Hearings*, WBBM. Chuck Wiley, producer; Art Thorsen, writer.

Commercial Announcements

One Minute Announcements—Advertiser, Atlas Brewing Co. (Atlas Prager Beer). Agency, Olian & Bronner. Writer, I. A. Olian. Honorable Mention: Advertiser, Standard Oil Co. (Red Crown Gasoline). Agency, McCann-Erickson. Writers, Jerry Bird, George Lekas, Bill Bell.

Super Circus is sponsored by Mars 'Candy and Kellogg's, with William Hohman as writer and Arthur Passaglia as art director.

Ding Dong School is produced-directed by Reinald Werrenrath Jr. and supervised by Judith Waller.

A TRIPLE PLAY (in this case) is the award of Gold Medal, scroll and $500 check to WBZ-TV Boston by the National Board of Fire Underwriters. Award was for WBZ-TV effort during 1952 in supporting fire prevention and fire safety. Ceremony was at a Parker House luncheon April 30. L to r: Massachusetts Gov. Christian A. Herter; W. C. Swartley, WBZ-TV station manager who accepted the award; Robert Kutterauf, president, Bay State Club, and Boston Mayor John B. Hynes. Mr. Swartley said the check would be used for films on fire safety to be shown to high school students.

'American Weekly' TV Awards

THE *American Weekly*'s 1953 TV award winners were announced May 17 after a nationwide poll of newspaper critics. "Bests" were taken by:

Variety, *Your Show of Shows*; comedian, *Sid Caesar*; musical, *Dinah Shore*; mystery, *Dragnet*; educational, *Omnibus*; discussion, *Life Is Worth Living*; documentary, *Victory at Sea*; audience participation quiz, *You Bet Your Life*; panel quiz, *What's My Line*; news, *Camel News Caravan*; children's, *Kukla, Fran and Ollie*; sports, *Blue Ribbon Bouts*; dramatic, *Robert Montgomery Presents*; comedy drama, *I Love Lucy*; comedienne, *Lucille Ball*; most promising personality or show, *Mr. Peepers*, and special achievement, *Omnibus*.

Students Win Radio Awards

NATIONAL Collegiate Radio Guild presented honors to eight students at an awards dinner at Washington State College, Pullman, recently. The Edward R. Murrow award was won by Dale Kassel, Twin Falls, Idaho; the companion Judith Waller award went to Jeraldine Heft, Portland, Ore.

Winners for outstanding achievement were: Newscasting, Richard Gardner, Seattle; announcing, James L. Johnson, Portland, Ore.; sportscasting, Keith M. Jackson, Bremen, Ga.; news editing, Edward L. Purcell, Yakima, Wash.; outstanding achievement, Lois Schreiner, Yakima, and staff "Man of the Year," Cal Watson.

THE LATEST WCKY STORY

For Sales Results in
CINCINNATI
Use the
"MAKEBELIEVE" BALLROOM
with
REX DALE
Cincinnati's #1 Daytime Disc Jockey Show

WCKY

Plans for WKAQ-TV Near Completion

PLANS for Puerto Rico's first television station came nearer completion recently when Angel Ramos, who will operate WKAQ-TV San Juan, conferred with officials of the International General Electric Co. in New York.

PUERTO RICO

Mr. Ramos has purchased nearly $500,000 in equipment from IGE for the vhf Ch. 2 outlet, including a 5 kw transmitter with 6-bay antenna. The station expects to start early next year. Mr. Ramos is owner-president of *El Mundo* (newspaper) and Radio El Mundo in San Juan.

Towers Describes Growth Of Far East Broadcasting

STEADY growth in radio broadcasting in the Far East, particularly in Australia and New Zealand, has been described by Harry Alan Towers, president of Towers of London, international radio production and syndication firm.

FAR EAST

Mr. Towers, who returned to New York following a three-week trip to Australia, New Zealand, Japan, Singapore and Hong Kong, declared there "is a strong potential" in those areas for American products. He expressed the belief that "a vigorous advertising medium like radio can perform a valuable service in these areas."

He noted that with the exception of Japan, television is "at least two or three years away" and that radio still is in a "growing-up period." He recommended that American businessmen explore the possibility of widening their market distribution to areas where radio "is still enjoying a boom."

IARW Paris Meet Plans Told by Miss Barzin

DETAILED plans for next month's meeting in Paris of the International Assn. of Radio Women were outlined by Betty Barzin of Radio Belgium last Tuesday at a luncheon in New York, in her honor. Miss Barzin also discussed her work with Radio Belgium.

The affair was arranged by Mrs. Dorothy Lewis, coordinator of U. S. station relations, UN Radio, and a co-president of IARW. Other attending American members included Helen Sioussat, CBS; Stella Karn, ABC; Dorothy Gordon, *New York Times Youth Forum*; Dorothy Kemble, MBS; Grace Johnson, ABC; Duncan MacDonald, DuMont; Olga Autenrieth, Voice of America; Elisabeth McStea, Camp Fire Girls; Natalie Flatow, Girl Scouts of America; Margaret Cuthbert, NBC (retired); Grace Bok Holmes, Beatrice Ronquillo, Helen Dunlop, Marguerite Clark, and Ethel Frank, attached to UN Divisions.

Miss Barzin, on a tour of the U. S. as a guest of the State Dept., appeared on Mary Margaret McBride's program last Monday and later that day spoke briefly at a dinner of the New York chapter of American Women in Radio & Television. She will visit Washington, the West Coast, and a TV workshop at Northwestern U.

Miss Barzin is chairman, Women's Div. of American-Belgian Assn.; chairman, Radio Committee, National Council of Belgian Women, and chairman, Standing Press Committee of the International Council of Women. She is a former Brussels correspondent for *Time* and *Life* magazines, and the *London Observer*.

A TV camera is inspected by Angel Ramos (c), who will operate WKAQ-TV San Juan, Puerto Rico, as he tours General Electric's Electronics Park, Syracuse, N. Y. Examining the instrument are (l to r): L. F. Page, Electronics Park; L. D. Creade, International General Electric; Mr. Ramos; L. K. Larkin, IGE, and H. S. Jackson, IGE; Puerto Rico.

CAB Searches Costs

AN EXHAUSTIVE study and analysis of station operations and costs is being made by the Canadian Assn. of Broadcasters through a management consultant firm to provide member stations with a comparative yardstick on which to evaluate their own operations. The information will provide each station with a clear-cut picture of its overall system and operations, while at the same time giving it a clear picture of the general pattern of systems, developments, ratios and scales in the entire Canadian broadcasting industry. The entire project is being done to provide complete secrecy for each station reporting, through use of code numbers. Information is being collected from all participating stations and an exhaustive on-the-spot analysis of nine selected stations is being made covering all types of station operations in all areas of Canada.

CANADA

CBUT Sets High Tower Site

TRANSMITTER FOR CBUT Vancouver to be on the air late this year, will be located on 2,700-ft. Mount Seymour, near Vancouver, according to an announcement of Kenneth Caple, regional representative of the Canadian Broadcasting Corp. at Vancouver. The high site is expected to give CBUT coverage over an area from Chilliwack to Victoria.

CANADA

CHNS
HALIFAX NOVA SCOTIA
THE SIGNBOARD OF SELLING POWER IN THE MARITIME PROVINCES
ASK JOS. WEED & CO.
350 Madison Ave., New York
He Has the Reasons Why!
5000 WATTS—NOW!

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

INTERNATIONAL

March TV Set Sales

SALES OF TV receivers in Canada during March amounted to 26,260 sets valued at $11,237,965, according to a report of the Radio-Television Manufacturers Assn. of Canada. This brings total sales for the first three months of 1953 to 73,829 sets. The RTMAC expects to make 82,500 sets during the next three month period. Bulk of sales for March were made in southern Ontario, totalling 16,280 sets, with the Montreal area accounting for 8,023 sets, the Vancouver area 1,926 receivers, and 31 sets in other parts of Canada.

CANADA

CBC-Independent TV Urged

DEVELOPMENT of a national television service by both independently-owned and Canadian Broadcasting Corp. stations was urged in a report of the Parliamentary Radio Committee at Ottawa May 9. The report pointed out that TV "should be a means of developing the human resources of Canada in talent, ideas and new abilities. While it should naturally make available to Canadians suitable programs from outside Canada, it must in our national interest have a basis of programs produced by Canadians for Canadians." Co-operation between CBC and private stations for programming service was urged and would make CBC produced programs available to additional numbers of Canadians, while assisting private stations in their operations.

CANADA

$'s Go Further, Do More, on WLW radio

. . . because of the promotion, exploitation and merchandising by WLW's client service department

EDUCATION

Oklahoma Plans First Statewide Educ. TV System

PLANS for the first statewide educational TV system in the U. S. were created in Oklahoma May 18 when Gov. Johnston Murray signed into law a bill providing for the Oklahoma Educational Television Authority, which plans a 10-station chain to cover the state. Application by school groups for the educational channel in Oklahoma City already has been filed with the FCC.

Legislation which sanctioned the OETA specifies that educational and cultural agencies of Oklahoma will provide educational TV service under the supervision of the Authority. No advertising or political telecasting will be carried by the stations. The Authority has been authorized to issue revenue bonds to finance construction of the proposed outlets. Bonds will be serviced out of the state's Public Fund whose income is about $200,000 each year.

The Authority will consist of 13 members active in educational institutions in the state, seven of whom will be appointed by Gov. Murray with consent of the Oklahoma Senate.

KWK Aids Students

FOR the third straight year, KWK St. Louis was host and instructor to two students of Lindenwood College, St. Charles, Mo., the station reports. The seniors worked side-by-side with various KWK department heads during a week-long "seminar." Each student spent a day in the continuity, program, production and promotion departments, and half days in traffic and news. Sales activities were explained during their turn at the sales promotion department. Lindenwood College is licensee of campus station KCLC.

Hunter Previews Future At U. of Illinois TV Meet

ADDRESS on "The Future of Educational TV" was delivered at a dinner May 11 by Armand L. Hunter, Michigan State College director of TV development and consultant to the Joint Committee on Educational Television, at a two-day conference conducted by the U. of Illinois at its Robert Allerton park, near Monticello.

The conference was presented especially for TV dealers and service men in new television areas.

Ill. Educ. TV Study Set

IN THE WAKE of controversy over construction of educational TV outlets by state-supported institutions, the Senate of the Illinois State Legislature a fortnight ago passed a bill authorizing a study of educational television. Under the measure, a commission will be set up at a cost of $15,000 to study the medium and report to the Legislature. There has been mounting sentiment for such a review in recent months, particularly so that legislators may be apprised of the costs involved in building and operating stations. The bill was sent on to the House.

Carries TV's Standard

TV has a champion in Mrs. Frances Lander Spain. That's an unusual fact in these days when one hears the oft-repeated complaint that television is bad for children. Mrs. Spain's field is books —children's books.

As new superintendent of Work With Children for the New York Public Library, Mrs. Spain states that she will not advise parents, teachers, or librarians to keep the kids away from the TV sets —or vice versa—on the ground that it is a rival of reading. As she sees it, video is a powerful instrument in awakening children's curiosity, and she believes the youngsters will turn to books for more complete accounts of what they have seen on TV.

And besides, Mrs. Spain says, "If they don't have their own TV, they'll just go next door."

Coronation Guide Praised

PRAISE from educators throughout the country for CBS-TV's teachers guide for use in connection with radio and television coverage of the Coronation has been reported by the network.

CBS-TV said that Harry Bard, curriculum bureau executive of Baltimore's Board of Education, called the guide "so very good that every social studies teacher in Baltimore should make use of it." KPIX (TV) San Francisco was said to have been "literally swamped" by requests from teachers for copies of the guide.

WBTV (TV) Charlotte, N. C., reported to the network that the manuals present "a wonderful public service opportunity." KFEQ-TV St. Joseph, Mo., notified CBS-TV that the supervisor of instruction there had mimeographed copies of the guide for distribution to high school teachers of government and history.

Promote Sound Equipment

NEW booklet designed to promote use of radio, TV and sound equipment in public and private schools has been published by a joint committee of the U. S. Office of Education and the School Equipment Committee of Radio-Television Manufacturers Assn. Dr. Franklin Dunham, radio-TV chief of the Office of Education, said the booklet shows teachers how to teach by use of radio and TV as well as how to apply instructional skills to all types of audio and electronic aids.

TV Retailers 'Ethics'

TV INSTITUTE at the U. of Wisconsin recently heard a "code of ethics" for television set retailers outlined by Sidney Harrell, National Appliance and Radio Dealers Assn. He stated that TV retailers must "police" their own business to gain the good will of the public.

Over 70 persons attended the three-day institute sponsored by the UW Extension Div. and the UW College of Engineering.

Upcoming Events

May 25: Sigma Delta Chi awards, Conrad Hilton Hotel, Chicago.
May 26: Alfred Sloan Foundation Highway Safety Awards, Hotel Plaza, New York.
May 28: Canadian Broadcasting Corp. Board of Governors meeting, Railway Committee Room, House of Commons, Ottawa.
May 27-28: Virginia Broadcasters Assn., meets in Williamsburg.

ACTIONS OF THE FCC

May 14 through May 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sun-set mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

New TV Stations . . .

Decisions

Honolulu, Hawaii—American Bcstg. Stations. Granted vhf Ch. 4 (66-72 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 1741 ft., above ground 183 ft. Estimated construction cost $269,309, first year operating cost $375,000, revenue $400,000. Post Office address Barr Bldg., Washington. Studio location 108 Ala Moana, Honolulu. Transmitter location 0.1 mi. N of Tantalus Dr. atop Mt. Tantalus. Geographic coordinates 21° 20' 22" N. Lat., 157° 48' 56" W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Helen S. Mark** (59.8%), 5% partner in KJBS San Francisco, treasurer and 50% owner of Comar Co., Washington (D. C.) radio talent and production agency; Vice President **William B. Dolph,** owner of William B. Dolph Productions, Washington radio production and talent agency, 15% partner in KJBS San Francisco; Treasurer **W. L. Shaffer,** Burlington, Kan., oil producer; Secretary **H. J. Jett** (0.2%); and **H. Russell Bishop,** Washington; **F. E. McMillin,** Tulsa, and the **National Metropolitan Bank of Washington,** acting as trustees for **Mary Virginia Mark** (40%). Granted May 13.

Meridian, Idaho—Boise Valley Bcstrs. Inc. (KDSH Boise). Granted vhf Ch. 2 (54-60 mc); ERP 16.5 kw visual, 8.3 kw aural; antenna height above average terrain 2,480 ft., above ground 84 ft. Estimated construction cost $139,372, first year operating cost $135,000, revenue $135,000. Post Office address Radio Center Bldg., 311 North Tenth St., Boise, Idaho. Studio location to be determined. Transmitter location on Deer Point, within NW ¼ of the SE ¼ of Sec. 21, T. 5 N., R. 3 E., Boise Meridian, about 10¾ mi. NNE of Idaho State Capitol Bldg., Boise. Geographic coordinates 43° 45' 12" N. Lat., 116° 06' 08" W. Long. Transmitter DuMont, antenna GE. Legal counsel Willis C. Moffat, Boise, Idaho. Consulting engineer James A. Johntz Jr., Boise, Idaho. Principals include President **H. Westerman Whillock** (8.67%), Treasurer **Earl Glade Jr.** (5.37%) and Secretary **Willis C. Moffatt** (11.6%). City priority status: Gr. A-2, No. 506. Granted May 13.

Rockford, Ill.—Greater Rockford Television Inc. Granted vhf Ch. 13 (210-216 mc); ERP 195 kw visual, 98 kw aural; antenna height above average terrain 610 ft., above ground 600 ft. Estimated construction cost $329,700, first year operating cost $250,000, revenue $250,000. Post Office address: c o Guyer & Smith, 815 Rockford Trust Bldg., Rockford. Studio location: 110 Chestnut St. Transmitter location: State Rt. 20, 3½ mi. E. of center of Rockford. Geographic coordinates 32° 16' 00" N. Lat., 89° 01' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **L. E. Caster** (15.5%), president, Keig-Stevens Baking Co., Rockford, board chairman and part owner (18.7% and 25.25%) of two other bakeries, vice president, 22½% owner of Wired Music Inc., Rockford, 66 2/3 owner of motor sales and service firm, 50% owner of dairy and hog farm; Vice President **Frank C. Pranzen** (2.9%), president, 20% owner Forgings & Stampings Inc. (mfg.), Rockford, and treasurer, Wired Music Inc.; Treasurer **Swan Hillman** (15.5%), executive vice president, Rockford Screw Products Co. (mfg.), Rockford; Secretary **R. Robert Funderberg** (1.4%), president, Keen-Belvidere Canning Co., Belvidere, Ill., more than 25% owner State Bank of Kirkland, Kirkland, Ill.; **Rolando Frederick Gran** (22.4%), president, 60% of Gran Enterprises Co., Milwaukee, secretary-treasurer, 50% of Badger Vending Machines Inc., part owner of two theatre operation firms. Rockford Broadcasters, former competitor for facility, has option on 10% interest. Granted May 13.

Cincinnati, Ohio—Rounsaville-Clark TV Co. (Robert W. Rounsaville and George M. Clark, equal partners). Granted uhf Ch. 54 (710-716 mc); ERP 89 kw visual, 50 kw aural; antenna height above average terrain 340 ft., above ground 395 ft. Estimated construction cost $221,660, first year operating cost $250,000, revenue $300,000. Post Office address 3165 Mathieson Dr. NE, Atlanta, Ga. Studio location to be determined, Cincinnati. Transmitter location 1,400 ft. W. of junction of Beekman St. and Frickle Rd., Cincinnati. Geographic coordinates 39° 8' 50" N. Lat., 84° 33' 20" W. Long. Transmitter DuMont, antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Mr. Rounsaville owns WMBM Miami Beach; WLOU Louisville; WQXI Atlanta; WBAC Cleveland, Tenn.; half-interest WGRV Greeneville, Tenn.; 51% of WBEJ Elizabethton, Tenn., and recently purchased permit of WCIN Cincinnati [B•T, April 13]. Mr. Clark is a banker and owns 19% of WBEJ. City priority status: Gr. B-2, No. 164. Granted May 13.

Eugene, Ore.—Eugene Television Inc. Granted vhf Ch. 13 (210-216 mc); ERP 50 kw visual, 34 kw aural; antenna height above average terrain 1,050 ft., above ground 379 ft. Estimated construction cost $237,600, first year operating cost $200,000, revenue $250,000. Post Office address P. O. Box 112, Eugene, Ore. Studio location 245 E. Broadway, Eugene, Ore. Transmitter location Blanton Road. Geographic coordinates 44° 00' 05" N. Lat., 123° 06' 37" W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington, D. C. Consulting engineer A. D. Ring & Co., Washington D. C. Principals include President **Robert Booth** (62.3%), plumbing jobber; Vice President **C. H. Fisher** (33-2 3%) (100% KCGN Eugene) agrees to divest himself of radio interest. Granted May 13.

Pittsburgh, Pa.—Metropolitan Pittsburgh Educational TV Station, noncommercial, reserved. Granted vhf Ch. 13 (210-216 mc); ERP 49 kw visual, 24.5 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Estimated construction cost $292,000, first year operating cost $200,000. Post Office address 200 Ross St., Pittsburgh. Studio location Alliquippa St., Pittsburgh. Transmitter location 2850 Berthoud St., Pittsburgh. Geographic coordinates 40° 26' 46" N. Lat., 79° 57' 51" W. Long. Transmitter RCA, antenna Andrew. Legal counsel Fischer, Willis & Panzer, Washington. Consulting engineer George E. Hagerty, Washington. Principals include President **Leland Hazard,** vice president of Pittsburgh Plate Glass Co.; Vice Presidents **Leon Falk Jr.,** Pittsburgh oil refiner, and **John T. Ryan Jr.,** Pittsburgh safety equipment manufacturer; Secretary **Dr. E. A. Dimmick,** Superintendent of Pittsburgh Public Schools, and Treasurer **George D. Lockhart,** Pittsburgh attorney. Granted May 13.

Casper, Wyo.—Donald L. Hathaway (KSPR). Granted vhf Ch. 2 (54-60 mc); ERP 1.2 kw visual, 0.6 kw aural; antenna height above average terrain —10 ft., above ground 372 ft. Estimated construction cost $165,133, first year operating cost $85,000, revenue $85,000. Post Office address Box 30, Casper. Studio and transmitter location 1st & Lennox Sts., Casper. Geographic coordinates 42° 51' 02" N. Lat., 106° 17' 53" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer George E. Gautney, Washington. Mr. Hathaway has been owner and resident manager of KSPR since 1930. City priority status: Gr. A-2, No. 215. Granted May 13.

Applications

Merced, Calif.—Merced TV Corp., uhf Ch. 34 (590-596 mc); ERP 18 kw visual, 9 kw aural; antenna height above average terrain 443 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post Office address 270 Park Ave., New York. Studio location to be determined. Transmitter location 0.5 mi. N of Rt. 140, 4 mi. from Merced. Geographic coordinates 37° 18' 14" N. Lat., 120° 23' 12" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg

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and we really don't have an island for sale

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WTHI your BEST BUY in Terre Haute
REPRESENTED BY - BOLLING CO

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HOOPER RADIO AUDIENCE INDEX
City: Memphis, Tenn. Months: Feb.-Mar. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	25.6	24.1	18.6	13.3	11.0	7.8	7.0	3.6

(Note: WDIA's share Saturdays: 28.5; Sundays 44.4)

MEMPHIS **WDIA** TENN.

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

THE
QUAD-CITIES
No. 1 Radio Station
WHBF
joins the nation's
No. 1 Radio Network
CBS
Effective July 1, 1953
Les Johnson—V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
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Represented by Avery-Knodel, Inc.

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EUGENIE BAIRD . . . (Vinrob)
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THE CLOVER LEAFS . (MGM)
BROADCAST MUSIC, INC.
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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Thalmann Co., New York investment house holding 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney, Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex. and Clarksburg and Beckley, W. Va. City priority status: Gr. A-2, No. 358. Filed May 13.

Wilmington, Del.—Independence Bcstg. Co. (WHAT Philadelphia), uhf Ch. 83 (884-890 mc); ERP 21.2 kw visual, 11.4 kw aural; antenna height above average terrain 251 ft., above ground 282 ft. Estimated construction cost $204,106, first year operating cost $150,000, revenue $150,000. Post Office address 1505 Walnut St., Philadelphia. Studio location to be determined. Transmitter location 24th and N. Broom Sts., Wilmington. Geographic coordinates 39° 45′ 45″ N. Lat., 75° 32′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer Robert M. Silliman, Washington. President **William A. Banks** (100%) former owner WINX Washington. City priority status: Gr. B-2, No. 146. May 14.

Athens, Ohio — Ohio U., uhf Ch. 62 (758-764 mc); ERP 240 kw visual, 123 kw aural; antenna height above average terrain 643 ft., above ground 634 ft. Estimated construction cost $437,000, first year operating cost $50,000, revenue none. (To be operated noncommercially.) Post Office address Athens. Studio location on school campus. Transmitter location 1 mi. S. of city. Geographic coordinates 39° 18′ 57″ N. Lat., 82° 6′ 8″ W. Long. Transmitted and antenna GE. Legal counsel unspecified. Consulting engineer Thomas B. Friedman, Cleveland. Principals include board of trustees of school. City priority status: Gr. A-2, No. 450. Filed May 15.

Harlingen, Tex.—M. J. Raymond, vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 66.4 kw aural; antenna height above average terrain 601 ft., above ground 636 ft. Estimated construction cost $513,920, first year operating cost $360,000, revenue $375,000. Post Office address Box 681, Laredo, Tex. Studio location to be determined. Transmitter location 2.9 mi. E. of Santa Rosa and 2.1 mi. S. of Tex. Hwy. 107. Geographic coordinates 26° 13′ 4″ N. Lat., 97° 46′ 38″ W. Long. Transmitter and antenna GE. Legal counsel Omar L. Crook, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Mr. Raymond is an attorney and farmer. City priority status: Gr. A-2, No. 36. Filed May 15.

Beckley, W. Va.—Beckley TV Corp., uhf Ch. 21 (512-518 mc); ERP 19.4 kw visual, 9.7 kw aural; antenna height above average terrain 680 ft., above ground 450 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post Office address 270 Park Ave., New York. Studio location to be determined. Transmitter location Fitzpatrick Rd., 0.3 mi. E. of Rt. 12, S. of Beckley. Geographic coordinates 37° 45′ 31″ N. Lat., 81° 12′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalmann Co. holding 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., Clarksburg, W. Va., and Merced, Calif. Mr. Becker holds minority interest in uhf applications for La Crosse, Wis., Cedar Rapids, Iowa, Champaign-Urbana, Ill., and Paducah, Ky. City priority status: Gr. A-2, No. 274. May 13.

Clarksburg, W. Va. — Clarksburg-Fairmont Corp., uhf Ch. 22 (518-524 mc); ERP 21.5 kw visual, 10.75 kw aural; antenna height above average terrain 401 ft., above ground 199 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post Office address 270 Park Ave., New York. Studio location to be determined. Transmitter location Duncan Hill, Clarksburg. Geographic coordinates 39° 16′ 27″ N. Lat., 80° 20′ 48″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May,** no interest, executive of Ladenburg Thalmann Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney, Secretary George Becker (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., Beckley, W. Va., and Merced, Calif. City priority status: Gr. A-2, No. 149. Filed May 13.

Anchorage, Alaska—Northern TV Inc., vhf Ch. 11 (198-204 mc); ERP 3.22 kw visual, 1.61 kw aural; antenna height above average terrain 168 ft., above ground 230 ft. Estimated construction cost $112,310, first year operating cost $108,000, revenue $120,000. Post Office address 111 F. St., Anchorage. Studio and transmitter location Denali St. and [illegible] 4th Ave., Anchorage. Geographic coordinates 61° 11′ 39″ N. Lat., 149° 52′ 33″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Miller & Schroeder, Washington. Consulting engineer Jack M. Walden, Anchorage. Principals include President **A. G. Hiebert** (27.6%), minority stockholder and director of KAIR Ketchikan, KFAR Fairbanks, KENI Anchorage and KJNO Juneau; **Jack M. Walden** (6.7%), chief engineer of KENI and minority stockholder in KENI and KFAR, and 22 local minority stockholders. This is first Alaska TV bid. Filed May 18.

Ann Arbor, Mich.—Regents of the U. of Mich. (WUCM-FM, WFUM-FM), noncommercial educational uhf Ch. 26 (542-548 mc); ERP 262.5 kw visual, 134.9 kw aural; antenna height above average terrain 1,203 ft., above ground 1,050 ft. Estimated construction cost $535,000, first year operating cost $292,000. Post Office address 504 S. State St., Ann Arbor. Studio location 310 Maynard St., Ann Arbor. Transmitter location Cedar Bend Dr., Ann Arbor. Geographic coordinates 42° 17′ 40″ N. Lat., 83° 42′ 31″ W. Long. Transmitter and antenna GE. Legal counsel Edmund A. Cummiskey, Ann Arbor. Consulting engineer J. J. Swantek, Ann Arbor. Filed May 18.

Milwaukee — State of Wisconsin, noncommercial educational vhf Ch. 10 (192-196 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 416 ft., above ground 456 ft. Estimated construction cost $277,000, first year operating cost $20,000. Post Office address State Capitol, Madison. Studio location 623 W. State St., Milwaukee. Transmitter location 5407 W. Martin Dr., Milwaukee. Geographic coordinates 43° 2′ 44″ N. Lat., 87° 59′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Vernon W. Thomson, Wis. attorney general. (Application filed by Dow, Lohnes & Albertson, Washington.) Consulting engineer Glenn Koehler, Madison. State of Wis. Radio Council, under which station will operate, is licensee of an eight-station noncommercial educational FM network plus a similar AM station. State also plans to file for other reserved educational channels in state. On May 12 the Wis. legislature authorized a two-year study of state operated educational television to be submitted at the beginning of its 1955 session. Filed May 18.

Applications Amended

Phoenix, Ariz.—KOY Bcstg. Co (KOY) (BP-CT-1637) and Maricopa Broadcasters Inc (KOOL) (BPCT-778). Competing applicants for vhf Ch. 10 amend bids to provide for share-time operation. Parties to alternate weekly between 12 noon-6 p.m. and 6 p.m.-12 mid. broadcast periods. Initial construction cost of $220,956 to be shared equally. Filed May 15.

Sacramento, Calif.—Maria Helen Alvarez Amends bid for uhf Ch. 40 to change ERP from 265 kw visual and 138 kw aural to 269 kw visual and 140 kw aural; relocate transmitter at Garden Hwy., 3.4 mi. NW of Sacramento; specify studio at 9th and E. Sts., Sacramento, and change antenna height above average terrain from 1,147 ft to 326 ft. Filed May 15.

Savannah, Ga.—Savannah Bcstg. Co. Amends bid for vhf Ch. 11 to change ERP from 229 kw visual and 114 kw aural to 258 kw visual and 129 kw aural. Filed May 13.

Shreveport, La.—Shreveport TV Co. Amends bid for vhf Ch. 12 to drop Keith Pyburn and J. C. Smith from partnership with Don George, Ben Beckham Jr. and Carter Henderson, and add Henry Linam. Filed May 13.

McAlester, Okla. — McAlester Bcstg. Co. (KTMC). Application for uhf Ch. 47 returned for noncompliance with letters asking corrections in application. Returned May 12.

Existing TV Stations . . .

Decisions

WBKB (TV) Chicago—AB-PT, Granted ERP **& TV Equipment Co.** Granted aural ERP drop on vhf Ch. 4 from 100 kw to 89 kw; visual ERP 100 kw. Granted May 14.

WBKB (TV) Chicago—AB-PT. Granted ERP boost on vhf Ch. 7 from 25 kw visual and 14

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kw aural to 316 kw visual and 160 kw aural. Granted May 12.

KSTM-TV St. Louis—Broadcast House. Requests ERP change on uhf Ch. 36 from 275 kw visual and 145 aural to 214.7 kw visual and 112 kw aural and relocate studio-transmitter to 6000 block of Berthold Ave., St. Louis. Filed May 15.

Applications

KTLA (TV) Los Angeles—Paramount TV Productions. Requests ERP change on vhf Ch. 4 from 27 kw visual and 13.5 kw aural to 50.1 kw visual and 25.6 kw aural, and studio relocation to 721 N. Bronson, Los Angeles. Filed May 15.

WPMT (TV) Portland, Me.—Portland Testg. Corp. Requests ERP drop on uhf Ch. 53 from 22.5 kw visual and 12 kw aural to 10 kw visual and 6 kw aural. Filed May 13.

WHIZ-TV Zanesville, Ohio — Southeastern Ohio TV System. Requests ERP change on uhf Ch. 50 from 91 kw visual and 52 kw aural to 70.4 kw visual and 37.9 kw aural. Filed May 15.

WMEV-TV Marion, Va.—Mountain Empire Bcstg. Corp. Requests studio relocation to Walker Mountain Hwy. 16 near Marion. Assigned uhf Ch. 50. Filed May 13.

WROV-TV Roanoke, Va.—Radio Roanoke Inc. Requests ERP change on uhf Ch. 27 from 105 kw visual and 62 kw aural to 9.6 kw visual and 5.1 kw aural and specify transmitter location at Mill Mt., 2080 Prospect Rd., Roanoke. Filed May 15.

New AM Stations . . .

Applications

Monte Vista, Colo.—San Luis Valley Bcstg. Co., 1240 kc, 250 w unlimited. Estimated construction cost $13,556, first year operating cost $54,000, first year revenue $61,592. P. O. address Monte Vista. Principals are President **George O. Cory** (50.96%), stockholder KUBC Montrose, negative control KRAI Craig. Vice President **Dale Grant Moore** (27%), 5% stockholder in KRAI. Filed May 18.

Morrowville, Kan.—Charles W. Bullimore, 1270 kc, 500 w daytime. Estimated construction cost $10,707, first year operating cost $16,000, first year revenue $36,000. P.O. address Morrowville. Mr. Bullimore operates an appliance service store. Filed May 15.

Alexandria, La.—Winston O. Ward d b as Rapides Bcstg. Co. (KIMP Mt. Pleasant, Tex. and KBEL Idabel, Okla.), 1270 kc, 500 w daytime. Estimated construction cost $7,000 (transmitter, antenna etc. on hand), first year operating cost $30,000, first year revenue $35,000. P. O. address Box 990, Mt. Pleasant, Tex. Filed May 14.

Lafayette, La.—Gray Lott Sr., 1570 kc, 1 kw daytime. Estimated Construction cost $24,000, first year operating cost $60,000, first year revenue $75,000. P. O. address 314 Jefferson St., Lafayette. Mr. Lott owns a furniture store. Filed May 15.

Pontiac, Mich. — Chief Pontiac Bcstg Co., 1460 kc, 500 w unlimited. Estimated construction cost $34,575, first year operating cost $100,000, first year revenue $100,000. P. O. address 1303 Pontiac State Bank Bldg. President **Abe Lapides** (10%), retail clothier; Vice President **John Pomeroy** (25%), 27% owner of WILS-AM-TV Lansing, Mich., and Treasurer **Charles E. Wilson Jr.** (12.5%), General Motors auto and truck dealer. Mr. Wilson is son of the Secy. of Defense. Filed May 14.

Mt. Jackson, Va. — Richard F. Lewis Jr. (WINC Winchester, Va.; WHYL Carlisle, Pa.; WAYZ Waynesboro, Pa., and 60% holding in WFVA Fredericksburg, Va.), 790 kc, 1 kw daytime. Estimated construction cost $21,650, first year operating cost $50,000, first year revenues $65,000. P. O. address Drawer 65, Winchester, Va. Filed May 12.

Applications Dismissed

Warren, Ark.—Lumber Capital Broadcasters Inc. At request of applicant, dismissed bid for new AM, 800 kc, 250 w daytime. Dismissed May 18.

Dover, Del.—Rollins Bcstg. Inc. At request of applicant, dismissed bid for new AM, 1320 kc, 500 w daytime. Dismissed May 18.

Existing AM Stations . . .

Decisions

WLET Toccoa, Ga. — R. G. LeTourneau. Granted power boost on 1420 kc from 1 kw to 5 kw daytime. Granted May 13.

New FM Stations . . .

Decisions

Gary, Ind.—School City of Gary. Granted noncommercials educational station on Ch. 201 (88.1 mc), ERP 10 w. Granted May 15.

Existing FM Stations . . .

Decisions

KFUO-FM Clayton, Mo.—Lutheran Church-Mo. Synod. Granted ERP change on 99.1 mc from 6.7 to 6.1 kw and antenna height increases from 260 ft. to 520 ft. Granted May 13.

WEVD-FM New York—Debs Memorial Radio Fund. Granted change from Ch. 298 to Ch. 250 (107.5 mc to 97.9 mc), ERP 20 kw. Granted May 13.

WKPT-FM Kingsport, Tenn. — Kingsport Bcstg. Co. Granted ERP boost on 98.5 mc from 4.5 to 10 kw and antenna height change from —85 ft to 960 ft. Granted May 13.

Stations Deleted

WPOE (FM) Elizabeth, N. J.—Radio Elizabeth Inc. Granted cancelation of license and deletion of call letters on Class B. Ch. 244 (96.7 mc), ERP 1 kw. Granted May 11.

WBT-FM Charlotte, N. C.—Jefferson Standard Bcstg Co. Granted cancelation of license and deletion of call letters for Class B. Ch. 260 (99.9 mc), ERP 56 kw. Granted May 12.

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. Granted transfer of negative control from E. H. Rowley (45%) and Kenyon Brown (5%) to Rowley-Brown Bcstg. Co., which they control. Granted May 15.

KXRJ Russelville, Ark.—Valley Bcstrs. Inc. Granted voluntary assignment of license to same principals, **C. R. Horne** and **Joe Shepherd** d/b as **Valley Bcstrs.** Granted May 12.

WOHS-AM-FM Shelby, N. C.—Western Carolina Bcstg. Corp. Granted voluntary acquisition of control by **Holt McPherson** (formerly (47%) by purchase of 10% from **Mrs. John G. Greene,** who retains 12%. Consideration $7,939. Granted May 11.

WMIX-AM-FM Mt. Vernon, Ill.—Mt. Vernon Radio TV Co. Dismissed request for assignment of license to same company incorporated in Delaware; for lack of prosecution. Dismissed May 15.

Ownership Changes . . .

Decisions

KCRV Caruthersville, Mo.—Pemiscot Broadcasters. Granted assignment of license to new partnership, retaining J. E. Taylor (55%) and Robert L. Harrison (20%) and adding W. Y. Cleveland (25%). Retiring partner Harry Levin receives $31,500; $17,500 from Mr. Cleveland and $7,500 each from Messrs. Taylor and Harrison. Granted May 13.

WSAT Salisbury, N. C.—Mid-Carolina Bcstg. Co. Granted transfer of control from several stockholders to C. H. Wentz (formerly 16-2/3%, now 50%) and newcomers Harry Welch (30%), salesman, and Elbert Sherman (20%), WSAT chief engineer. Consideration $36,000. Granted May 13.

WBCU Union, S. C.—Union-Carolina Bcstg. Co. Granted voluntary transfer of control (99%) to James F. Coggins (acquires 51%) and Edward Osborne (acquires 48%). Transferors are F. W. Symmes, E. H. Hughes, Katherine Wilkinson, Alfred Jordan and John D. Jones. Consideration $63,090. Mr. Coggins owns WEDK Newberry, S. C., and Mr. Osborne is WBCU general manager. Granted May 13.

Applications

WBCO Bessemer, Ala.—Bessemer Bcstg. Co. Inc. Requests transfer of 25% interest of O. S. Burke to corporation for $8,333, thereby raising interest of remaining three partners from 25% to 33-1/3% each. Filed May 12.

KIBE Palo Alto, Calif.—J. B. Rhodes. Requests assignment of license to Sundial Bcstg.

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Corp. [KDFC (FM) San Francisco]. Consideration $60,000. Filed May 15.

WWDC-AM-FM Washington—Capitol Bcstg. Co. Inc. Requests assignment of licenses from District of Columbia Corp. to WWDC Inc., a Delaware Corp. No consideration. Filed May 11.

WRMN Elgin, Ill.—F. F. McNaughton, John McNaughton, William McNaughton and **Joseph McNaughton** d b as **Elgin Bcstg. Co.** Requests assignment of license to same partnership adding **J. Richard Sutter** (25%) and reducing holding of each partner from 25% to 18.75%. Consideration $15,000. Filed May 18.

KWOS-AM-FM Jefferson City, Mo.—Capitol Bcstg. Co. Requests involuntary transfer of control (97%) of **R. C. Goshorn,** deceased, to **Lenore Goshorn, R. L. Rose** and **Catherine Roer,** executors of his estate. Filed May 15.

KFGT Fremont, Neb.—Walker Newspapers. Requests voluntary assignment of license to Walker Radio Inc. for purpose of separating newspaper and broadcast interests to provide radio managers with interest in station. Filed May 14.

KDYL-AM-FM-TV Salt Lake City—Intermountain Bcstg. & TV Corp. Requests voluntary transfer of control (100%) and subsequent assignment of license to **TLF Bcstg. Corp.** Consideration $2.1 million. **TLF** is wholly owned by **Time Inc.,** which permits **G. Bennett Larson,** new president and general manager of stations, to purchase 20% for about $50,000. Filed May 15.

Opinions and Orders . . .

CONELRAD—FCC ordered modifications of outstanding authorizations of about 1,500 AM stations to enable them to operate in accordance with CONELRAD. Effective May 15.

Columbia, S. C. WIS-TV Corp., grantee of vhf Ch. 10 (BPCT-1560)—By memorandum opinion and order Commission dismissed petition of Spartan Radiocasting Co. (WORD Spartanburg) requesting reconsideration of Feb. 11 grant to WIS-TV and denied alternative request for conditional Ch. 7 Spartanburg grant to WORD, which claimed improper overlap of Grade A contours of WIS-TV's Ch. 10 signal and that of same station's proposed Ch. 7 operation.

Morrisville, Pa. New AM, 1490 kc, 250 w unlimited. Delaware Valley Bcstg. Corp. (BP-8799)—Dismissed motion of Mercer Bcstg. Co., Trenton, N. J., applicant for same facilities—(BP-8714), for dismissal of Delaware bid.

Hearing Cases . . .

KEAR San Mateo, Calif. Power boost from 1 kw to 10 kw unlimited on 1550 kc. (BP-8514)—On protest of KFBK Sacramento, charging interference, FCC postponed effective date of April 1 grant and designated bid for hearing; KFBK made party. Decision and report May 14.

Knoxville, Tenn. New TV, vhf Ch. 9. Mountcastle Bcstg. Co. (WROL) (BPCT-813) and **WKGN Inc. (WKGN) (BPCT-996)**—Designated for hearing June 15.

Knoxville, Tenn. New TV, vhf Ch. 10. Scripps-Howard Radio Inc. WNOX) (BPCT-630); Radio Station WEIR (BPCT-686), and **Tenn. TV Co. (BPCT-1002)**—Designated for hearing June 15.

Trenton, N. J. New TV, uhf Ch. 41. Morrisville Bcstg. Co. (WBUD) (BPCT-1249) and Peoples Bcstg. Co. (WTTM) (BPCT-1526)—Designated for hearing June 15.

Savannah, Ga. New TV, vhf Ch. 3. WSAV Inc. (WSAV) (BPCT-703) and WJIV-TV Inc. (WJIV) (BPCT-1006)—Designated for hearing June 15.

Savannah, Go. New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) (BPCT-712) and Martin & Minard (BPCT-1064)—Designated for hearing June 15.

Allen B. DuMont Labs. Petition for reconsideration of final decision holding that Paramount Pictures Corp. controls DuMont. (Docket 10031, etc.)—By memorandum opinion and order FCC denied request. Decision May 14; reported May 18.

KSGM Ste. Genevieve, Mo. Request to change daytime power on 980 kc from 500 w to 1 kw and limit directional antenna to night only (BP-8448)—Designated for hearing with KMBC Kansas City, Mo., party to proceeding.

Brownfield, Tex. New AM, 1250 kc, 1 kw daytime. Brownfield Bcstg. Co. (BP-8540)—Designated for hearing with KLVT Levelland, Tex., party.

Kane, Pa. New AM, 960 kc, 500 w daytime. Hilltop Management Corp. (BP-8577) and Northern Allegheny Bcstg. Co. (BP-8671)—Designated for consolidated hearing.

Clarification of rebroadcasting rules (Docket 9808)—By memorandum opinion and order FCC denied petitions of Gordon Brown (WSAY Rochester) and Rep. Harry Sheppard (D, Calif.) requesting reconsideration of Oct. 25 memorandum opinion and order affirming, with one reservation, previous determinations. Decision May 13; reported May 14.

Durham, N. C. New TV, uhf Ch. 36. T. E. Allen & Sons Inc. (Docket 10452)—Commission denied motions of WSSB to include consideration of WSSB's competing bid among hearing issues. Decision May 18; announced May 19.

New Petitions . . .

May 13

Spokane, Wash. New TV, vhf Ch. 2. Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (Docket 10423) — Mr. Wasmer replied to TV Spokane's answer to his opposition to deleting TV Spokane's financial qualifications as hearing issue and expressed willingness to have its financial qualifications included as issue.

KOB Albuquerque. Extension of special service authorization, 770 kc, 50 kw day, 25 kw night (Docket 10336)—KOB stated wish to participate in oral argument requested on behalf of WABC New York, Westinghouse Radio Stations filed similar request May 15. Motion to reopen record filed May 15 by WABC.

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458) — Mobile TV corrected May 11 petition that WKRG-TV's legal qualifications with respect to multiple ownership be added as hearing issue. WKRG-TV filed acceptance of Mobile TV's May 8 petition to strike as hearing issue whether Mobile TV is authorized to operate station in Mobile and further to amend order to find it legally qualified.

Evansville, Ind. New TV, vhf Ch. 7. S. Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464)—WGBF petitioned to include as hearing issue engineering proposals of itself and WIKY. WEOA requested that all engineering proposals be included.

Scituate, Mass. License renewals of WRUL (1-5), international broadcast stations of World Wide Bcstg. System (Dockets 9503, 9504)—Acting FCC General Counsel petitioned for filing of new renewal applications.

Durham, N. C. New TV, uhf Ch. 46. T. E. Allen & Sons Inc., grantee (WCIG-TV) (Docket 10452)—Allen filed opposition to WSSB's petition for enlargement of hearing issues and designation of WSSB's bid and that of WTOB Winston-Salem (BPCT-1491) with Allen's application for consolidated hearing.

Akron, Ohio. New TV, uhf Ch. 61. Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469) — WADC requested 60-day postponement of hearing conference set for May 25.

Superior, Wis.-Duluth, Minn. New TV, vhf Ch. 6. Ridson Inc. (WDSM Superior) (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292)—WDSM moved for dismissal of Head of the Lakes Bcstg. Co. (WEBC Duluth) opposition to Chief of FCC Broadcast Bureau's support of its request to have its merged bid with Lakehead be retained in hearing status.

May 14

San Mateo, Calif. Power boost from 1 kw to 10 kw unlimited on 1550 kc. Bay Radio Inc. (KEAR) (BP-8514)—KEAR requested denial of WFBK Sacramento petition or reconsideration of grant.

Houma, La. Change facilities from 1490 kc, 250 unlimited to 530 kc, 1 kw unlimited. Charles Wilbur Lamar Jr. (KCIL) (Docket 9442) — Applicant requested dismissal of bid.

May 15

San Juan, Puerto Rico. New TV, vhf Ch. 4. Jose Ramon Quinones (WAPA) (Docket 10436) and American Colonial Bcstg. Co. (WKVM) (Docket 10437) — WKVM filed rebuttal to WAPA's opposition to its petition to review FCC's upholding of examiner's denial of per-

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Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Midwest station with AM and VHF TV properties seeks experienced salesman. Guarantee to start, commission when established. Potential $10,000 year and up. Write giving references, experience, present earnings and photo. Box 712W, B•T.

Salesman for 1000 watt fulltime, 200,000 market station, 20% commission, draw: house accounts. Exceptional opportunity. Box 722W, B•T.

Top independent Miami station with specialized audience needs an additional salesman who knows how to make contacts and develop them. Our Pulse and sales keep moving up, let your earnings rise with us. Give complete resume first letter. Box 743W, B•T.

Salesman with successful experience in mid-size markets. Guaranteed salary, liberal commission arrangement. Rapidly increasing volume requires one more good man on congenial staff. Apply in confidence to Station Manager, WKMI, Kalamazoo, Michigan.

Excellent opportunity for experienced salesman with successful 5 kw independent. Must be good producer with proven record. Good draw against liberal commissions. Good list of established accounts to start. Send full details first letter. WRFD, Worthington, Ohio.

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B•T.

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a future for conscientious worker. Forward audition and resume to Box 577W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Announcer-copywriter with some experience. $50 to $60 depending on ability. Immediate opening. Small eastern city. Box 697W, B•T.

Help Wanted—(Cont'd.)

Music and news announcer on his way up by Detroit area radio station with plans to match your ambitions. Send audition and details to Box 717W, B•T.

Announcer-copywriter. Good opportunity with 1000 watt independent in Wisconsin, ready with TV in the fall. Send audition disc or tape and copy sample to Box 731W, B•T.

Staff announcer needed for Arkansas kilowatt. Send audition to Box 732W, B•T.

Experienced announcer, good on news and commercials. Daytime kw, small town, pleasant working conditions. Complete information first letter, KALT, Atlanta, Texas.

Announcer and good all-'round man to file records, do odd jobs, etc. Send disc or tape, salary expected and full details. 1 kw independent, KJBC, Midland, Texas.

Immediate opening for good, permanent combo man with first class ticket. $300 monthly, 40 hour week, 250 watts in heart of fishing and hunting country. Young staff. Contact Owen Allen, KODI, Cody, Wyoming. No collect calls.

Need two experienced announcers. Send tape, details of experience and salary expected in first letter to Socs Vratis, KOLE, Port Arthur, Texas.

Announcer for 250 watt northern Michigan independent. Experience desired but not necessary. Must operate controls. Send letter, audition and salary requirements to WJPD, Ishpeming, Michigan.

"Most Powerful Advertising Influence in the Southwest" has opening for experienced announcer with good background. Forty-hour week, starting at $86.40 with regular raises over 2-year period. Positively no talent fees of any kind paid. Address qualifications and tape or disc to Perry Dickey, Program Manager, WOAI, San Antonio, Texas.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

1st class engineer with car for Ohio 1 kw. Box 383W, B•T.

Engineer, small station experience, with or without first class ticket, near Chicago. Box 518W, B•T.

Help Wanted—(Cont'd.)

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Engineer, 1st phone. Nebraska. Ideal working conditions. Prefer midwest man. 5000 watts-CBS Network. Box 667W, B•T.

Immediate opening for first class operator WEAV, Plattsburg, N.Y.

First class operator for WFNC, Fayetteville, N. C. 5 kw AM, 14 kw FM. Television application. Excellent working conditions and hours. Apply by letter only. Include references and telephone numbers.

Permanent position open for first phone engineer with car. Fulltime ABC affiliate. Give full details, first letter. WGEM, Quincy, Ill.

If you are presently employed as engineer and can qualify as chief for 250 watt CBS affiliate taking turn on board with adequate time allowed for maintenance, contact us, giving minimum salary and residence requirements. Also photo and references. No drunks or floaters please. F. E. Lackey, WHOP, Hopkinsville, Kentucky.

First class engineer. $1.50 per hour, 40 hour week, time and a half for overtime. Write WJMS, Ironwood, Michigan.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact George Eger, WKTY, La Crosse, Wisconsin.

Technicians: Station established radio 26 years now operating TV needs first class license technician. Excellent working conditions assured. Technicians with previous TV experience will start at $79.80 for 45 hour week. Slightly less for non-TV experience. Rapid increase to top rate. Merit pay increases. Call collect, Burton, WLBC-TV, Muncie, Ind.

Transmitter engineer. 200 kw TV, 5 kw AM. Transportation furnished. Union scale. Contact Sherman Egan, WNBF-TV, Binghamton, N. Y.

Production, Programming, Others

PD for rural Penna. market. Must be versatile announcer with small station experience. Tell all and send audition first reply. Confidential. Box 369W, B•T.

Immediate opening for experienced copywriter who can handle volume of business. Some television. Fine Rocky Mountain climate. Send full particulars, copy samples, photo and salary requirements. Box 664W, B•T.

Our copywriter moving to bigger job in June, send complete details and snapshot to KOLE, Port Arthur, Texas.

Immediate opening for experienced commercial copywriter. Rush complete information and samples to Manager, WSAL, Logansport, Indiana.

Television

Managerial

Commercial manager new UHF TV station. One of top ten markets. East. Immediate opening. Exceptional opportunity. TV experience necessary. Box 714W, B•T.

Technical

TV technician experienced maintenance RCA studio equipment. First class license desirable not essential. Write full details to WCOS-TV, Columbia, S. C.

Situations Wanted

Managerial

Profits for problem stations! I've the knowhow—have you the station in mid or north Atlantic state? Family man, presently employed, need greater challenge. Minimum salary plus percentage. Box 521W, B•T.

General manager—twenty years. Management sales experience. Top references. Interested radio or TV. Box 727W, B•T.

Manager, plenty experienced. You'll make money or I'll resign. Salary plus commission. Box 728W, B•T.

Salesmen

Salesman-newscaster-newswriting, announcing, sales experience. Seek sales-news position. Box 719W, B•T.

TV-RADIO SALESMAN

We seek a time salesman to replace a man with an established list. It's a good job - - -

(1) Earnings are substantial and in direct proportion to your ability—you should make over $10,000 yearly.

(2) You'll sell time on a 5,000 watt NBC radio station in competition with 250 watters and daytime independents; on TV, you'll sell time on the only VHF in the city.

(3) You'll be part of a company that operates other radio and TV stations, all of which are leaders in their markets. We have a provable record of recruiting executive personnel from local salesmen's ranks.

(4) You'll work in a stable, beautiful medium-sized market wonderful for raising a family; and if you like sports, we're in the heart of the west Michigan vacation area.

If you're aggressive, can organize your own efforts efficiently and sell honestly and intelligently, we'll be interested. Write, tell us what we should know about you—including a picture. Box 744W, B.T.

Situations Wanted—(Cont'd.)

High-caliber salesman, experienced, desires change. New York or Philadelphia. Box 730W, B•T.

Announcers

Announcer, pianist, novelty DJ. 3 years' experience. Top television material. Married, congenial, reliable, excellent references. Box 413W, B•T.

Sports announcer—play-by-play baseball, football, basketball. One of best. Box 590W, B•T.

Tops: Sports, news, DJ, staff. Three years experience. Limited TV. Available June 15th. Box 597W, B•T.

Over two years experience. Well rounded in staff, DJ, news, special events—all phases of announcing. Presently employed with 5 kw CBS affiliate. Desires metropolitan locality with another good affiliate. Married. Highest references. Will send tape, picture and resume to any locality. Box 666W, B•T.

Hey, New York, New Jersey, Connecticut, Pennsylvania stations! Announcer, veteran, four years experience, available immediately. Box 713W, B•T.

Announcer-writer, news, special events, straight commercials, knows music, sports, public relations. Most sponsored newscaster in top metropolitan market, two years 5 kw regional network affiliate. College graduate, some newspaper, 31, prefer east, midwest. Box 715W, B•T.

DJ-personality, 8 years Philadelphia, Baltimore, Miami AM-TV. Handled morning, late, audience participation shows, 50,000 CBS, 39 commercials daily. Excellent sales testimonials. Desire permanent, solid future. Box 718W, B•T.

Announcer-salesman, good staff man, strong on commercials and news. Family man. Prefer station within radius of 100 miles of Chicago, Ill. Audition, disc. Photo on request. Box 721W, B•T.

Announcer, light experience. Desires staff position. Young, hard worker. Determined career. Free to travel. Available. Disc, photo. Box 724W, B•T.

Announcer, experienced, Army veteran, college graduate. Strong news, sports, DJ, commercials. Available July 1st. Box 737W, B•T.

One used announcer needs job. Proficient in emptying ashtrays to personality shows. Box 740W, B•T.

Sportscaster with 6 years experience. Baseball and basketball a must. Presently employed in 250,000 market. West Coast only, personal interview requested. Box 741W, B•T.

Versatile announcer, six years experience, desires relocation progressive operation. Prefer college city. Married veteran. Box 742W, B•T.

Good, deep voice. Radio announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Combo man third phone. DJ, news, commercials, all staff work. John Friday, 61 Park Hill Avenue, Yonkers, N. Y.

Try a new and different voice. DJ first love, play-by-play, news and interview experience. Sober and conscientious. Bob Karen, 30-11 43rd Street, Long Island City 3, N.Y.

Announcer, experienced, versatile, all-'round staff man. Marty Ladd, 26-11 25th Street, Long Island City, 2, New York.

Technical

1st ticket. 14 months experience with tape, disc recording, DJ, no announcing. Box 688W, B•T.

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

Summer job, first phone, college student, two years experience FM-AM transmitters, control room, recording, measurements. New York, Westchester, Connecticut. Box 725W, B•T.

Announcer. First license, strong on commercials, excellent voice. Minimum $75.00. Box 272, Monrovia, California.

Engineer, first ticket. Upper midwest, excellent references. Jack Anderson, 401½ W. Evans, Rice Lake, Wisconsin.

First class engineer. Married, excellent references. Lloyd Blashill, 781 Bryant North, Minneapolis, Minnesota.

First phone; eight years experience. Engineer, 834 Wescott Street, Syracuse 10, N. Y.

Situations Wanted—(Cont'd.)

Production-Programming, Others

Washington newsman wants challenge—4 years reporting, radio; book editor, Variety reviewer, Army Intelligence. Box 716W, B•T.

Good staff man, pleasing voice and sports—DJ—news triple play. Korean vet, single. Box 720W, B•T.

Seeking sales, sports, publicity position or combination. 2 years MGM's New York publicity-exploitation department. Previous 3 with radio station heading topflight sports operation plus publicity, sales, programming duties. TV background. Top references. Married, college grad. Want permanent future. Will produce. Box 723W, B•T.

Radio experience, traffic, continuity, publicity, promotion, mike work, capable department management. Will accept TV offer. Prefer New York state. Consider other locations. Box 735W, B•T.

Program director. Experienced all phases station management, production. Excellent background. Box 736W, B•T.

Mature producer-director with promotional experience can up your sales. Also write and announce. Now in east. Box 739W, B•T.

Television

Salesmen

Sales manager-program director. Early thirties, married, now earning over $7000 in radio. Want to sell TV. Box 677W, B•T.

Topflight salesman, anxious to sell television. 4 years successful advertising space sales, east coast. College graduate, veteran. Highest references. Box 746W, B•T.

Technical

Rocky Mountain or west coast area. 4 years TV—accent transmitters, maintenance. Desire responsible position new TV. Family. Interview available June. Box 681W, B•T.

Summer job, first phone, college student, two years experience FM-AM transmitters, control room, recording, measurements. Want to get into TV New York, Westchester, Connecticut. Box 726W, B•T.

Chief engineer—First phone and four years in television broadcasting. All-round experience in station planning; engineering administration; equipment installation, operation and maintenance. Detailed background furnished in first letter. Box 729W, B•T.

Chief engineer available. 15 years radio, 4 years television. Layout, construction, installation experience. References. Box 733W, B•T.

My experience will help your organization. No breaking in period. TV studio technician desires permanent position with future. Camera, video, mike boom, lighting, floor manager. Box 745W, B•T.

Production, Programming, Others

Creative program manager and assistant station manager. Fourteen years writing, creating network shows. Currently writing network show. Seeking TV station, to write, produce low budget live programs. Thorough knowledge programming. Box 734W, B•T.

Television director in south or southeast. Age 30. Currently employed as technician and cameraman. Three years experience, over 5000 live shows as cameraman. Have directed many shows, know television from director, technician and cameraman standpoints. Box 738W, B•T.

For Sale

Stations

Profitable exclusive 500 watt midwest daytime independent. Ill health. Cash only. Box 639W, B•T.

Stations west of the Mississippi. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, Calif.

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B•T.

Attention FM stations: One GE 7D21 tube in carton never opened. Price $270.00 prepaid anywhere in U. S. Box 756, Fort Smith, Ark.

Rek-O-Cut challenger disc recorder used only few times with low impedance microphone, stand, 100' cable and 20 12" discs—$300.00 Also Presto K-8 recorder in excellent condition—$125.00. Bell tape recorder in excellent condition—$60.00. Doug Kahle, KCSJ, Pueblo, Colorado.

Field intensity meter, RCA WX2C. Made by Clarke Inst. Co. New condition. With calibration certificate. Cost $797.80 last year. Reasonable offer accepted. WKBZ, Muskegon, Michigan.

Demonstrator AM-FM tuners. Guaranteed perfect condition. Limited quantity. Browning RJ-12B with PF-12 power supply—Spec. 108.00, Browning RJ-20A—special 119.00; Pilotuner AF-N21—reg. net 99.95, Special 79.00; Craftsmen C-10—Special 109.00; Money refunded if you're not happy. 25% with order, balance C.O.D. express collect. Alvo Recording Co., 240 Pine Street, Williamsport, Pennsylvania.

New #10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 S. Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

300' Milliken (Blaw-Knox) self-supporting tower, will sell f.o.b. Henderson for $4000. Hecht Lackey, phone 3923, Henderson, Ky.

250 watt Gates transmitter with monitors, like new. Will install. Also complete office set-up. J. H. Mayberry, Crystal City, Texas.

300 foot guyed, insulated Fisher tower complete with lighting. Suitable to support TV or FM antenna. Contact Syndicate Theatres, Inc., Franklin, Indiana.

Used Presto 6-N in 1-B case with recently reconditioned 1-C head $350.00; Rek-O-Kut V-Deluxe turntable in C-7 console $195.00; KV2A microphones $39.00; 44BX like new—make offer; WE eight ball $45.00; reconditioned Magnecord PT6JAHX $310.00—in case $345.00; Ampex 300 console, factory reconditioned—make offer; Altec 11A microphone system $135.00; Presto 900-R-1 mechanism, poor condition, $69.50. United Radio Supply, Inc., 22 N. W. 9th Avenue, Portland, Oregon.

Wanted to Buy

Equipment, etc.

Buyer for middlewest 250 to 1000 watt independent or affiliate station. Full details kept confidential. Box 602W, B•T.

Fifty kilowatt amplitude transmitter to be operated at one thousand kilocycles, must meet FCC specifications. Air cooled preferred. Box 615W, B•T.

We're looking for good 5 and 10 minute shows suitable for syndication to local TV stations. Box 710W, B•T.

(Continued on next page)

Available

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AN EXCEPTIONAL OPPORTUNITY

WIRED MUSIC BROADCASTING STATION

CHANCE TO STEP INTO THE BROADCASTING FIELD

Established ten years. Business serves subscribers with music on broadcasting station principles. Enviable reputation. High grade clients. Profitable operation. Expansion wide open. Principals only. $250,000 cash. For details write

RADIO BROADCASTING CO.
INQUIRER BLDG.
PHILADELPHIA 30, PA.

Wanted to Buy—(Cont'd.)

10 watt FM transmitter and antenna for educational station. Rush details and prices to Gale Mix, General Manager, KUOI, University of Idaho, Moscow, Idaho.

Miscellaneous

Anyone knowing present whereabouts of William "Archie" Brammer, please call collect ATlantic 0464, Omaha, Nebraska.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Tex., phone 3-3901.

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, California.

Help Wanted

Television

NEW TV STATION SEEKING KEY MEN

KFSD-TV, San Diego, California, is planning to commence its television operations on Channel 10 around September 1, 1953.

We are now seeking key men to commence employment around July 1, 1953. Also applicants for lesser skills to commence around August 1, 1953. We are now seeking:

PROGRAM DIRECTOR
PRODUCTION MANAGER
FILM DIRECTOR
CAMERA MEN
TRANSMITTER ENGINEERS
STUDIO ENGINEERS

Recent experience in television operation is necessary.

If interested, write at once and give full background information including photograph, date you would be available for employment, amount of salary at which you would be willing to start, etc.

Do not phone or come to station. If requested, replies will be held confidential.

WRITE AT ONCE TO:

RADIO STATION KFSD
U. S. Grant Hotel
San Diego, California

Salesmen

HELP WANTED SALESMEN

We are now accepting applications from time salesmen. Please include complete personnel and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B•T.

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.
WGRO, Bay City (VHF application)
Pontiac (1460 granted)

mission to relocate its transmitter and further moved that examiner's denial be reversed.

Knoxville, Tenn. New TV, vhf Ch. 10. Scripps-Howard Radio Inc. (WNOX) (BPCT-630)—Radio Station WBIR Inc. (Docket-686), and Tenn. TV Inc. (BPCT-1002)—WBIR requested leave to amend bid in several respects.

Ft. Wayne, Ind. New TV, uhf Ch. 33. Northeastern Ind. Bcstg. Co. (WKJG) (Docket 10299) and News Sentinel Bcstg. Co. (WGL) (Docket 10300) — WKJG requested waiver of 40-day stay of effect period following examiner's initial decision in its favor and further asked that decision be finalized. Time for filing exceptions elapsed May 14.

Portland, Me. New TV, vhf Ch. 13. Guy Gannett Bcstg. Services (WGAN) (BPCT-639) and Community Bcstg. Service (WABI Bangor) (BPCT-752)—WABI answered WGAN's May 5 request for conditional grant or election between its application and Mt. Washington TV bid for vhf Ch. 8 Poland, Me. Mt. Washington TV Inc. May 18 also filed opposition to petition to require an election.

Production, Programming, Others

WANTED: PROMOTION DIRECTOR

Network-owned, major-market 50,000-watt radio station with a national reputation for its advertising and promotion has an immediate opening for an *alert, aggressive* man capable of running his own promotion department at top speed. He must be well grounded in sales presentations, audience promotion, research and exploitation, and should be able to make calls with salesmen on occasion. He will be given a substantial budget and wide scope for his creative abilities. Station experience highly desirable. Send *complete* resume, with photograph, reference, salary brackets, to Box 749W, B•T.

Situations Wanted

MANAGER AVAILABLE

Presently general manager successful AM independent. Excellent references and record for creative selling, imaginative programming, sound administration. Sober, intelligent, personable, ambitious. Age 37, family man, active in community projects. Thoroughly convinced of AM future and own ability. Prefer permanent association good market in south, southwest, or southern California. Relocating for personal reasons. Available two weeks. Box 711W, B•T.

Wanted to Buy

WANTED

5 kw transmitter in good working condition. Western Electric or RCA Victor preferably. Write stating price to Jesus Gonzalez, P. O. Box 628, Monterrey, Mexico.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4 2115, Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

May 18

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)—WKRG-TV opposed Mobile TV's May 8 motion that FCC's designating hearing be amended so as not to find WKRG-TV financially qualified and to add its financial qualifications to hearing issues.

KBIG Avalon, Calif. Application for license to cover CP of New AM, 710 kc, 10 kw daytime, directional. John Poole Bcstg. Co. (BL-4897)—CBS filed response to May 11 supplemental response of KBIG and renewed request for expedited consideration of case claiming that interference persists to KCBS San Francisco and KMPC Los Angeles.

WMTV (TV) Madison, Wis. Bartell TV Corp. (BMPCT-1054)—Bartell opposed May 5 petition of WMT-AM-FM-TV Cedar Rapids, Iowa, for cancellation of call letters because of potential confusion.

KOB Albuquerque. Extension of special service authorization, 770 kc, 50 kw day, 25 kw night. Albuquerque Bcstg. Co. (Docket 10336)—KOB requested extension from May 18 to May 28 for filing reply to exceptions and brief of AB-PT to initial decision.

Evansville, Ind. New TV, vhf Ch. 7. S. Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464)—WIKY opposed petitions of WEOA and WGBF to add engineering proposals to hearing issues.

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10472); Tri-State Tcstg. Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473)—Tri-State petitioned that engineering proposals be included in hearing issues.

Allentown, Pa. New TV, uhf Ch. 67. Penn-Allen Bcstg. Co. (Docket 9045) and Allentown TV Corp. (Docket 10495)—Allentown TV petitioned for leave to amend its application.

Portland, Ore. New TV, vhf Ch. 8. Westinghouse Radio Stations (KEX) (Docket 9238); Portland TV Inc. (Docket 10245); N. Pacific TV Inc. (Docket 10319), and Cascade TV Co. (Docket 10324)—N. Pacific opposed Cascade's April 27 petition to review examiner's denial of petition for leave to amend.

Harrisburg, Pa. New TV, uhf Ch. 27. Kendrick Bcstg. Co. (WHGB) (Docket 10278) and Rossmoyne Corp. (WCMB) (Docket 10279)—WCMB filed proposed findings of fact and conclusions.

Hearing Calendar . . .

Hearings in Progress

Chattanooga, Tenn.—New TV, vhf Ch. 3, WDOD Bcstg. Corp. Docket 10438) and Mountain City Television Inc. (Docket 10439). Further hearing, Examiner J. D. Bond.

Fort Wayne, Ind.—New TV, uhf Ch. 69. Further hearing, Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Wayne Bcstg. (Docket 10424).

Durham, N. C.—New TV, uhf Ch. 16. Oral argument. T. E. Allen & Sons Inc. (grantee) (Docket 10452). Parties respondent: Public Information Corp. (WSSB).

Lebanon, Pa.—New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

Evansville, Ind.—New TV, vhf Ch. 7. Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air Inc. (WGBF) (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Evansville, Ind.—New TV, uhf Ch. 62. Contestants: Trans-American TV Corp. (Docket 10465), Premier TV Co Inc. (Docket 10466) and W. R. Tuley (Docket 10467). Examiner Fanney Litvin.

Akron, Ohio—New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

Mobile, Ala.—New TV, vhf Ch. 5. Contes-

tants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Contestants: Southern TV Inc. (Docket 10472), Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J. D. Bond.

May 26

Spokane, Wash.—New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

May 27

Honolulu, Hawaii—New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

May 29

Shreveport, La.—New TV, vhf Ch. 3. Con-Salisbury Bcstg. Corp. (Docket 10478). Examand International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Worcester, Mass.—New TV, uhf Ch. 14. Salisbury Bcstg. Corp. Docket 10478). Examiner William G. Butts.

June 1

Portland, Ore.—New TV, vhf Ch. 6. Further hearing. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136). Respondent: KPOJ.

Lancaster, Pa.—New TV, vhf Ch. 8. Prehearing conference. Examiner J. D. Bond. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366).

San Juan, P. R.—New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

June 3

Tampa-St. Petersburg, Fla.—New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10253), Orange TV Bcstg. Co. (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

June 8

Allentown, Pa.—New TV, uhf Ch. 39. Contestants: B. Bryan, Olivia and Reuel Musselman and Albert Paul Wentz (BPCT-958) and Queen City TV Co. (BPCT-1091).

Allentown, Pa.—New TV, uhf Ch. 67. Contestants: Penn-Allen Bcstg. Co. (BPCT-468) and Allentown TV Corp. (BPCT-1241).

June 15

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd, d/b as Cal Tel Co. (Docket 10341) and Maria Helen Alvarez (Docket 10340).

Savannah, Ga.—New TV, vhf Ch. 11: Savannah Bcstg. Co. (WTOC) and Martin & Minnard.

Savannah, Ga.—New TV, vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV).

Knoxville, Tenn.—New TV, vhf Ch. 10: Scripps-Howard Radio Inc. (WNOX); Radio Station WBIR (WBIR), and Tenn. TV Inc.

Knoxville, Tenn.—New TV, vhf Ch. 6: Mountcastle Bcstg. Co. (WROL) and WKGN Inc. (WKGN).

WANT A DIFFERENT TV SHOW?
Popular, well rated, entertaining?
The Sportsman's Club
52 great 15 minute hunting, fishing and outdoor panel shows. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

Trenton, N. J.—New TV, uhf Ch. 41: Morrisville Bcstg. Co. (WBUD) and Peoples Bcstg. Co. (WTTM).

August 13

KDIA August, Calif.—License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.—New TV, vhf Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Sacramento, Calif.—New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW) Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Wichita, Kan.—New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.—Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time, directional night (Docket 9739; BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.—New TV, uhf Ch. 35. Further Hearing, Sec. 309(c) protest proceeding. Versluis Radio & TV Inc., permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co., operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Duluth, Minn.-Superior, Wis.—New TV, vhf. Ch. 6. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM) Superior (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal. [B•T, March 30]. Head of the Lakes Bcstg. Co., Duluth, Ch. 3 applicant, seeks amendment to Ch. 6.

Duluth, Minn.-Superior, Wis.—New TV, vhf Ch. 3. Hearing to begin. Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Rochester, N. Y.—Sec. 309(c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Durham, N. C.—Sec. 309(c) protest hearing on grant of uhf Ch. 46 to T. E. Allen & Son (Docket 10452). Protestant is WSSB there.

Canton, Ohio—New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHBC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio—New TV, uhf Ch. 30. Woodruff Inc. (Docket 10430). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.—Existing AM. Application to increase power from 250 w to 1 kw, operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N.Y.

Beaumont-Port Arthur, Tex.—New TV, vhf Ch. 4. Hearing to begin. Examiner Anne Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co., Port Arthur (Docket 10352).

Port Arthur, Tex.—New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television—Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).

KEAR San Mateo, Calif.—Power boost from 1 kw to 10 kw unlimited on 1550 kc (BP-8514). KFBK Sacramento party to proceeding.

KSGM Ste. Genevieve, Mo.—Power boost on 980 kc from 500 w to 1 kw and limit directional antenna to night only (BP-8418). KMBC Kansas City made party.

Brownfield, Tex.—New AM, 1250 kc, 1 kw daytime. Brownfield Bcstg. Co. (BP-8540). KLVT Levelland, Tex., made party.

Kane, Pa.—New AM, 960 kc, 500 w daytime. Contestants: Hilltop Management Corp. (BP-8577) and Northern Allegheny Bcstg. Co. (BP-8671).

Routine Roundup . . .

May 14 Decisions

BY COMMISSION EN BANC

Advised of Hearing

KALM Alton, Mo., Robert Neathery — Is being advised that application (BMP-6092) for further extension of time to complete station authorized April 4, 1951 (1290 kc, 1 kw, D) indicates necessity of hearing.

License Renewals

Granted renewal of licenses of following stations on regular basis:

KRAM Las Vegas, Nev.; KCKN Kansas City, Kan.; KFGT Fremont, Neb.; KGFW Kearney, Neb.; KGLC Miami, Okla.; KGWA Enid, Okla.; KIHN Hugo, Okla.; KNEB Scottsbluff, Neb.; KOCY Oklahoma City, Okla.; KSAL Salina, Kan.; KSEK Pittsburg, Kan.; WKY Oklahoma City, Okla.

May 14 Applications

ACCEPTED FOR FILING

License for CP

WAPF McComb, Miss., The Southwestern Bcstg. Co. of Miss.—License to cover CP (BP-8482) which authorized increase in power, installation of new trans. and changes in ant. system. (BL-5001).

WMRN Marion, Ohio, The Marion Bcstg. Co. — License to cover construction permit (BP-7023, as mod.) which authorized installation of new vertical ant. and mount FM ant on AM tower. (BL-5003).

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—License to cover CP (BP-8387, as mod.) which authorized AM (BL-5005).

KPFA Berkeley, Calif., Pacifica Foundation —License to cover construction permit (BPH-1581 as modified which authorized a new FM (Educational Station) (BLH-887).

WTCN-FM Minneapolis, Minn., Minnesota Television Public Service Corp. — License to cover construction permit (BPH-1837 which authorized changes in licensed station) (BLH-888).

WWNY-FM Watertown, N. Y., The Brockway Co. — License to cover CP (BPH-1790)

AM WEVD FM
4 Reasons Why
The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market of Metropolitan New York
1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power
Send for a copy of
"WHO'S WHO ON WEVD"
Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

which authorized changes in licensed station (BLH-891).

WMRN-FM Marion, Ohio, The Marion B/cg. Co. — License to cover CP (BPH-523 as mod.) which authorized new FM B/c. station (BLH-890).

WBRE-FM Wilkes Barre, Pa., Louis G. Baltimore — License to cover CP (BPH-1820) which authorized changes in licensed station (BLH-888).

Remote Control

WHDL-FM, Alleghany, N .Y., WHDL, Incorporated—301-A, application to operate by remote control (BRCH-24).

KXJK Forrest City, Ark., Forrest City Bcstg. Co., Inc. (BRC-54); **KFFA Helena, Ark.,** Helena Bcstg. Co. (BRC-52); **WNLC New London, Conn.,** Thames Bcstg. Corp. (BRC-55); **WHOD Homestead, Pa.,** Steel City Bcstg. Corp. (BRC-56); **WPAZ, Pottstown, Pa.,** Pottstown Bcstg. Co. (BRC-53).

Renewal of License

KTUC Tucson, Ariz., Tucson Bcstg. Co. (BR-102); **KRE Berkeley, Calif.,** Central California Bcstrs Inc. (BR-3); **KSPA, Santa Paula, Calif.,** Santa Paula Bcstrs Inc. (BR-2231); **WIRA Fort Pierce, Fla.,** Indian River Bcstg. Co. (BR-1282); **WELL, Battle Creek, Mich.,** Federated Publications Inc. (BR-311); **WHLB Virginia, Minn.,** Head of The Lakes Bcstg Co. (BR-891); **KFRU, Columbia, Mo.,** KFRU Inc. (BR-624); **WDOS Oneonta, N. Y.,** Ottaway Stations Inc. (BR-1813); **KNOX Grand Forks, N. D.,** Community Radio Corp. (BR-1656); **WMAN, Mansfield, Ohio,** Richland, Inc. (BR-1037); **WPAY, Portsmouth, Ohio,** The Scioto Bcstg. Co. (BR-275); **WDAS, Philadelphia, Pa.,** Max M. Leon Inc. (BR-362); **KNUN Bellinger, Tex.,** Runnels County Bcstg Co. (BR-1601); **KRIS Corpus Christi, Tex.,** Gulf Coast Bcstg. Co. (BR-929); **KDDD, Dumas, Tex.,** North Iains Bcstg. Corp. (BR-2044); **KEPO El Paso, Tex.,** Rowley-Brown Bcstg. Co. (BR-1957); **KCUL Fort Worth, Tex.,** East West Bcstg. Co. (BR-2297); **KGBS Harlingen, Tex.,** Harbenito Bcstg. Co. (BR-1138); **KTRH Houston, Tex.,** KTRH Bcstg. Co. (BR-391); **KSEL Lubbock, Tex.,** Lubbock Bcstg. Co. (BR-1388); **KTEM Temple, Tex.,** Bell Bcstg Co. (BR-904); **WLOW Portsmouth, Va.,** Commonwealth Bcstg. Corp. (BR-1485); **KYAK Yakima, Wash.,** Yakima Bcstg. Corp. (BR-1886).

KRIC-FM Beaumont, Tex., The Enterprise Company—Renewal of license (BRH-565).

KRLD-FM Dallas, Tex., KRLD Radio Corporation—Same as above (BRH-199).

WBAP-FM Dallas, Tex., City of Dallas, Texas—Same as above (BRH-171).

KXYZ-FM Houston, Tex., Shamrock B/cg. Co.—Same as above (BPH-566).

KPRC-FM Houston, Tex., The Houston Post Co.—Same as above (BRH-165).

WCSH Delaware, Ohio, The Trustees of the Ohio Wesleyan University — Same as above (BRH-69).

WHA-FM and WHAM Madison, Wis., State of Wisconsin, State Radio Council — Same as above (BRED-27).

Modification of CP

Kermit Barker and Charles W. Hobbs, a Partnership d/d as South Missouri Bcstg. Co., Charleston, Mo. — Modification CP (BP-8625) which authorized new AM for approval of ant. and trans. location and change type of trans. (BMP-6206).

Install New Transmitter

WIAC Santurce, Puerto Rico, Radio Station WIBS, Inc.—CP to install new trans. as auxiliary trans. (at present location of main trans.) to be operated on 740 kc 1 kw, employing DA-DIV for auxiliary purposes only (BP-8865).

KLYN Amarillo, Tex., Plains Empire Bcstg. Co.—License to cover CP (BP-8501, as mod.) which authorized changes in ground system. (BL-5002).

CP for New AM

Lloyd Gochenour, Willard F. Ganoe, Charles E. Heatwole, Carl W. Fleming, a partnership d/d as American Home Bcstg. Co., Staunton, Va. — Construction permit for new AM to operate on 900 kc, 1 kw amended to change name to Lloyd Gochenour, Willard F .Ganoe, and Charles E. Heatwole, a partnership d/b as American Home Bcstg. Co. (BP-8713, Amended).

Increase Power

KIMA Yakima, Wash. Cascade Bcstg. Co., Inc. — Construction permit to increase power from 500 w-n, 1 kw-d to 5 kw d-n, install new trans. and DA-N, make changes in ant. system and change trans. location. Amended to change location of new tower (BP-8704 Amended).

APPLICATIONS RETURNED

Modification of CP

WPXY Punxsutawney, Pa., Jefferson Bcstg. Co.—Modification of construction permit (BP-8387, as mod., which authorized a new AM station) to increase power from 500 w to 1 kw.

Renewal of License

WCBG Greensboro, N. C., Greensboro Bcstg. Co. (BR-2391).

KSAM Huntsville, Tex., Huntsville Bcstg. Co. (BR-981).

May 18 Applications

ACCEPTED FOR FILING

License for CP

WBMA Montgomery, Ala., The Southland Bcstg. Co. of Montgomery, Ala. — License to cover CP (BP-8240) as mod. which authorized new AM (BL-5004).

Remote Control Operation

WJBF Augusta, Ga., Georgia-Carolina Bcstg. Co. (BRC-57).

License Renewal

Following stations request renewal of license:

WAVE-TV Louisville, Ky., WAVE Inc. (BRCT-74); KPRC-TV Houston, Tex., The Houston Post Co. (BRCT-12).

KNOW Austin, Tex., Pioneer, Bcstg. Co. (BR-413).

May 19 Decisions

BY BROADCAST BUREAU

Request Granted

KFGQ-AM-FM Boone, Iowa, Boone Biblical College — Granted request for waiver of Sec. 3.71 of rules for authority to operate 5 hours a day for period beginning 5-18-53 through 5-31-53.

Granted CP

WKAI, Macomb, Ill., The Macomb B/cg. Co. —Granted CP to change trans. location (same city) (BP-8812).

Quill to Feature Facts About TV News

Special articles about television news—How to Set Up a TV News Program; How to Make TV News Rights of TV Newscasters Pay; Covering the News About TV; Educational Aspects of TV News; TV News and the Law—are scheduled in the July Quill.

By-liners will include such television pointers as John Cameron Swayze, Camel Caravan newscaster; Jack Gould, radio-TV editor, New York Times; Walter Annenberg, publisher TV Guide; Richard B. Hull, director WOI-TV; William Ray, NBC central division news manager; Richard Oberlin, WHAS-TV Louisville; James Byron, WBAP-TV Fort Worth; and others.

Salient aspects of the First National Television News seminar, co-sponsored by the Radio and Television News Directors association and Northwestern University's Medill School of Journalism, will be covered.

For a round-up of what you want to know about television news, you'll want to read the July Quill.

Get your subscription order in now. One year, $3. Sent to: The QUILL, 35 East Wacker Drive, Chicago 1, Illinois

New Grantees' Commencement Target Dates

* Educational permittee
ST—Shares Time

(For list of operating stations, see LICENSES, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

KRBC-TV Abilene, Tex. (9)	4/16/53	
	8/1/53	Pearson
WROW-TV Albany N. Y. (41)	4/16/53	
	Oct. '53	
KGGM-TV Albuquerque, N. M. (13)	3/11/53	CBS
	11/1/53	Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53	
	Unknown	
KMMT (TV) Austin, Minn. (6)	3/26/53	
	8/1/53	Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53	
	Fall 1953	Clark
WHBF-TV Benton Harbor, Mich. (42)	2/26/53	
	Unknown	
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53	
	Late Summer-Early Fall, '53	
KFYR-TV Bismarck, N. D. (5)	3/4/53	
	Late Summer-Early Fall, '53	Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53	
	Late Summer-Early Fall, '53	
WBLN (TV) Bloomington, Ill. (15)	3/4/53	
	10/1/53	Hollingbery
KDSH-TV Boise, Idaho (2)	5/14/53	
	Unknown	
E. Anthony & Son, Boston, Mass. (50)	3/26/53	
	.....	
KXLF-TV Butte, Mont. (6)	2/26/53	
	Unknown	
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53	
	Nov. '53	
WTAO-TV Cambridge, Mass. (56)	3/11/53	
	Sept. '53	
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53	
	Unknown	
D. L. Hathaway, Casper, Wyo. (2)	5/14/53	
	Unknown	
WMT-TV Cedar Rapids, Iowa (2)	4/9/53	CBS
	9/27/53	Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53	
	Late Summer '53	Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53	
	Summer 1953	
WKNA-TV Charleston, W. Va. (49)	3/4/53	
	July	Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53	
	Fall 1953	Bolling
WIND-TV Chicago, Ill. (20)	3/19/53	
	Unknown	
KHSL-TV Chico, Calif., (12)	3/11/53	
	8/1/53	Grant
Rounsaville-Clark TV Co., Cincinnati, Ohio (54)	5/14/53	
	Unknown	
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53	
	Unknown	
WIS-TV Columbia, S. C. (10)	2/12/53	NBC
	9/1/53	Free & Peters
WDAT (TV) Columbus, Ga. (28)	3/11/53	
	Unknown	
WOSU-TV Columbus, Ohio (34)	4/22/53	
	Unknown	
WCBI-TV Columbus, Miss. (28)	3/11/53	
	Unknown	
KLIF-TV Dallas, Tex. (29)	2/12/53	
	Unknown	
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53	
	Unknown	
WMSL-TV Decatur, Ala. (23)	2/26/53	
	10/15/53	
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	
	.....	
Rollins Bcstg., Dover, Del. (40)	3/11/53	
	Unknown	
WCIG-TV Durham, N. C. (46)	2/26/53	NBC, DuM
	11/1/53	
KOMU-TV Columbia, Mo. (8)	1/15/53	
	9/15/53	
WGLV (TV) Easton, Pa. (57)	12/18/52	
	Unannounced	Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53	
	Fall 1953	Hollingbery
WECT (TV) Elmira, N. Y. (18)	2/26/53	
	Unknown	Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53	
	Unknown	
Eugene (Ore.) TV Co. (13)	5/14/53	
	Unknown	
KIEM-TV Eureka, Calif. (3)	2/11/53	
	Unknown	
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53	
	8/1/53	Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53	
	10/1/53	Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52	
	5/15/53	Pearson

Location & Channel	Date Granted & Target for Start	Network Representative
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	.....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	.....
WTVS (TV) Godsden, Ala. (21)	11/6/52 August	Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	.....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	Pearson
WGLV (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	.....
WCCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	.....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	.....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	.....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 Sept. 1	NBC Devney
WHKP-TV Henderson-ville, N. C. (27)	3/11/53 Midsummer '53	.....
American Bcstg. Stations Inc. Honolulu, T.H. (4)	5/14/53 Unknown	.....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	.....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 April '54	ABC
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	.....
WIRE (TV) Indianapolis, Ind. (26)	3/26/53	.....
WKNE-TV Keene, N. H. (5)	4/22/53 Unknown	.....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	.....
Harold C. Burke, Lancaster, Pa. (21)	5/7/53 Fall '53	.....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 July '53	Weed TV
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	.....
KTVE (TV) Longview, Tex. (32)	2/5/53 7/20/53	Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	.....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 Sept. '53	.....
KBES-TV Medford, Ore. (5)	3/4/53 Unknown	.....
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	.....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	.....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall '53	.....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	.....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 [CP stayed]	.....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	.....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM, Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	.....
Home News Pub. Co. New Brunswick, N. J. (47)	4/2/53 Unknown	.....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	..... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	.....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	.....

HOWARD E. STARK

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THE SCOPE OF THIS LIST

B•T's New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Location & Channel	Date Granted & Target for Start	Network Representative
WACH (TV) Newport News, Va. (33)	2/5/53 June	.....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	.....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	.....
WJMD (TV) Panama City, Fla. (7)	3/11/53 Unknown	.....
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	.....
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	Petry
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	.....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	Headley-Reed
Metro. Pittsburgh (Pa.) Educ. TV (13)	5/14/53 Unknown	.....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	.....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	.....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	.....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	.....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	.....
WRYN-TV Rochester, N. Y. (27)	4/2/53 Unknown	.....
Greater Rockford (Ill.) TV Inc. (13)	5/14/53 Unknown	.....
WROM-TV Rome, Ga. (9)	2/11/53 6/1/53	..... Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	..... Gill-Perna
KUTV (TV) Salt Lake City, Utah (2)	3/26/53 Fall '53	ABC Hollingbery
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	.....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	..... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 July '53	CBS Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	.....
St. Louis (Mo.) Educ. TV Comm. (9)	5/7/53 Unknown	.....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	.....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	.....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 [CP stayed]	.....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	.....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	.....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	.....
KSAN-TV San Francisco (32)	4/29/53 Unknown	.....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 5/25/53	DuM .....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
WCBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Early '54	.....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	.....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	.....
KCMC-TV Texarkana, Tex. (6)	2/5/53 July 1953	..... Taylor
KCOK-TV Tulare, Calif. (27)	4/2/53 Fall '53	DuM .....
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	.....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	.....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	.....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53 10/1/53	.....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	.....
Tri-City Bcstg. Co. Wheeling, W. Va. (7)	4/22/53 Late Fall '53	.....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	.....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM .....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	.....
KIVA (TV) Yuma, Ariz. (11)	3/25/53 Unknown	.....

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editorials

Turning to the Job at Hand

THERE'S a super-abundance of windy debate about the FCC's lethargy in authorizing television service in so-called "white areas" and in the one-station markets. Goaded by constituent pressure, almost everybody in Congress is having his say.

Last week, the FCC unfolded some of its plans to speed up the licensing processes. Sen. Edwin C. Johnson jumped into the fray with an original proposal that the FCC be given an additional $618,440 to hire 40 "examiner teams" to expedite comparative hearings. That now has been reduced to seven teams, at a $300,000 boost.

All these projects are well-meaning, but unrealistic. The answer will come, not through revision of procedures, but through the willingness of the FCC to meet its problem head-on. The right men are neded in the critical positions. Good laws and good regulations are meaningless if there's bad administration.

The problem, as we see it, is squarely before the new FCC Chairman, Rosel H. Hyde. The Commission looks to him for leadership. He is under mandate from the Administration to reorganize the Commission. He is under instruction to remove from authority those staff executives who heretofore have been responsible for administration, if not policy. They are the people responsible for the current unsavory mess.

Mr. Hyde has been under terrific pressures since he took office a month ago. He probably is reluctant to effect staff changes until he gets his fourth Republican member—to take office on June 30 when the term of Paul A. Walker expires. The FCC is now made up of three Republicans (Hyde, Sterling, Doerfer); three Democrats (Walker, Hennock, Bartley), and an Independent (Webster).

Mr. Hyde, in the judgment of many observers, now has a working majority on personnel appointments. Except for Comr. Hennock, who appears to have installed herself as the militant anti-Hyde minority, it's a reasonable bet that Mr. Hyde can pull most of the other members' votes on staff changes involving substitution of Republicans for hold-over Democrats. There's a sense of political fair-play on such matters. A political appointee takes that calculated risk.

What has happened since the change in administration last January? Most of the unreconstructed New Dealers are still holding forth. But a few of them appear to have reversed their political ideologies. They're suddenly good Republicans, or perhaps deserving independents. But they continue to pursue their devious ways of holding up cases they oppose, and of expediting those they support.

Chairman Hyde, in his month's tenure, probably has been the most harassed official in Washington. He has encountered a steady stream of Congressional hearings, budget meetings, staff sessions, banquets, inspection tours and conventions.

He realizes, as do his colleagues, that the first task is to resolve the manpower problem. A new general counsel, secretary, bureau chiefs, and key lawyers are essential. Once that is accomplished, with a staff owing allegiance only to the *present* Commission, the second job of invoking changes in procedure can be effected.

The FCC is not a court. It can introduce flexibility in its operations. It can prevail upon competing parties to shorten processing by stipulating records, taking depositions, and ruling out dilatory tactics. It can issue conditional grants.

In no other way can the new order at the FCC win the confidence of the White House and of Congress.

We hope there will be a moratorium on Congressional fishing expeditions, inspection tours, and other extra-curricular activities until the Hyde regime effects its staff reorganization and eliminates the road-blocks that are artificially depriving many areas of needed and desired television service.

Conelrad's Other Half

WE HAVE it on no less authority than that of FCC Comr. George E. Sterling that the Conelrad emergency radio plan, which began operating May 15, is technically ready for service in the unpleasant event of enemy attack.

Mr. Sterling gave these assurances after inspecting radio installations in the West and Midwest and conferring with officials of the Air Defense Command and telephone companies. But he emphasized that his assurances pertained only to the technical capacity of the system. What use the system will be put to, in case of enemy attack, is still somewhat up in the air.

The unhappy truth is that Civil Defense officials have lagged in making plans to utilize Conelrad. Until that phase of Conelrad planning is brought up to the levels of the technical achievements, the Conelrad system is of uncertain value.

The theory of Conelrad is to create a national communications system which, while preventing enemy bombers and missiles from homing on radio signals, can be used, first, as a warning device and, second, as a means of disseminating vital Civil Defense information to the public. At its present stage, it apparently is capable of carrying out its first phase but not its second. The alarm would be sounded but the all-important follow-up—telling the public what to do in the aftermath of attack—would be haphazard at best.

As a trade journal in the broadcasting field, we cannot help but be proud that the nation's broadcasters have cooperated so handsomely (at a voluntary cost of some $2 million to themselves) in adapting their facilities to Conelrad. As a U. S. citizen, however, we cannot help but be appalled that Civil Defense authorities have not been similarly enterprising in carrying out their part of this burden.

We hope that Comr. Sterling's timely warning will be heeded by Civil Defense officials. Conelrad could be of inestimable value in saving U. S. lives and resources, but not if its job is only half done.

Drawn for BROADCASTING • TELECASTING by Dick Ware

"Yes, he is good, but unfortunately we're a little overstocked on musical talent just now."

Jockeying for Position

EVERY EYE in or around television is focused on New York. The NBC television affiliates are meeting with their network. The problems are economic. It's a question of contract.

CBS, in a free competitive economy, is pitching for improvement of its position. It has had conversations with present NBC affiliates, both AM and TV, looking to affiliation switches. It has worked both ways—propositions have come from the network; others from the stations.

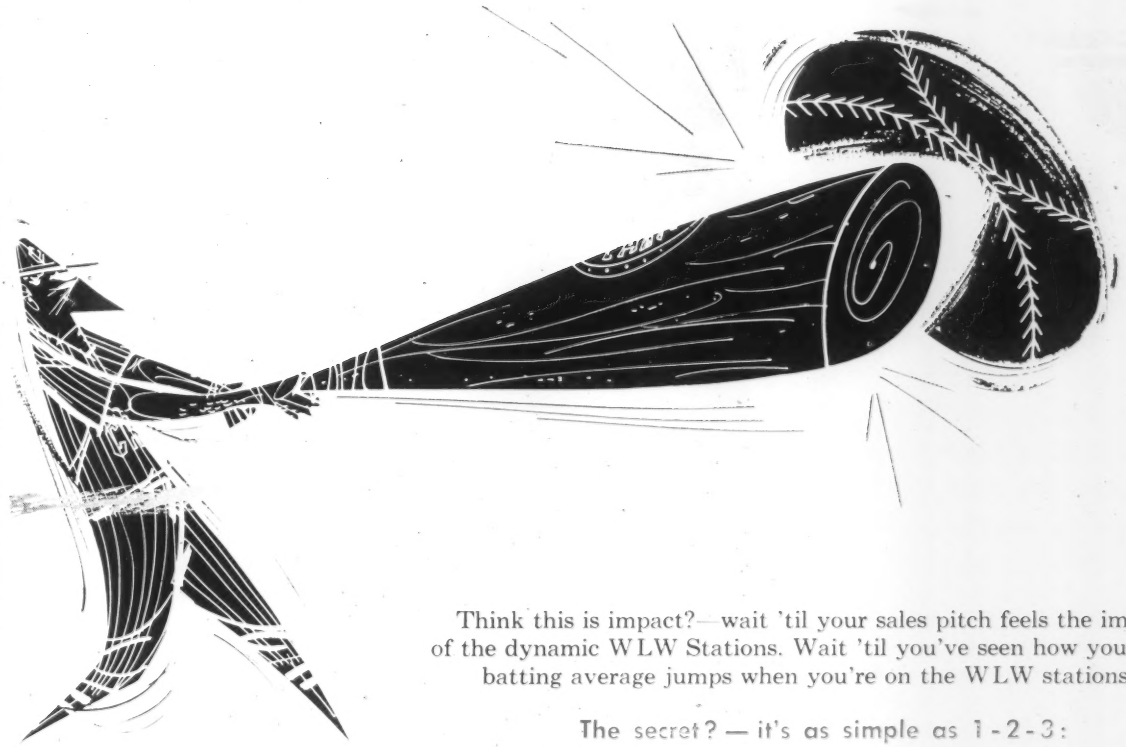
Before television, there had been jockeying for prime affiliations. The fact that there are one-station markets in television has heightened the interest. Everyone wants to get the best deal with the best network.

The network that is best today may not be tomorrow. And "tomorrow" will bring the end of the one-station station markets.

If there is one hopeful sign, it is that nothing can be taken for granted in the dynamic art of broadcasting. Whatever the outcome, whatever the moves of the pawns on the chess-board, the end result will be harder competition and a greater awareness of the mutuality of interest between network and affiliate.

TALK

IMPACT



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